USA – P18+ 5 Types of UFC (Ultimate Fighting) FANS!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P18+ who… Are Very Interested in UFC, Attended 10+ UFC Events past 12mos., Watched UFC on Pay-Per-View, Watched UFC on TV, Plan to Bet on UFC Fights as of April 2024!



Very Interested in UFC



Attended 10+ UFC Events

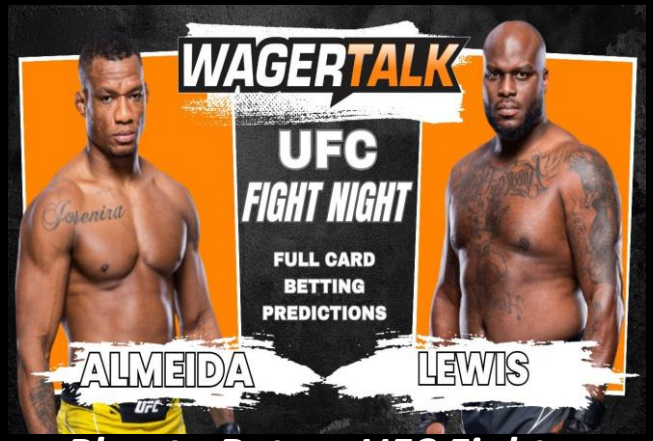


Watched UFC on Pay-Per-View

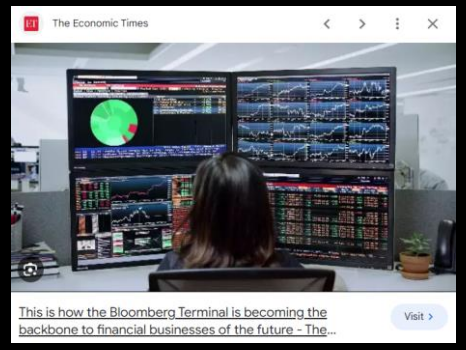
UFC



Watch UFC on TV



Plan to Bet on UFC Fights



Current level of interest in UFC (Ultimate Fighting): Very
No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events
Special TV sports programs watched past 12 months: UFC Pay-Per-View
Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)
Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

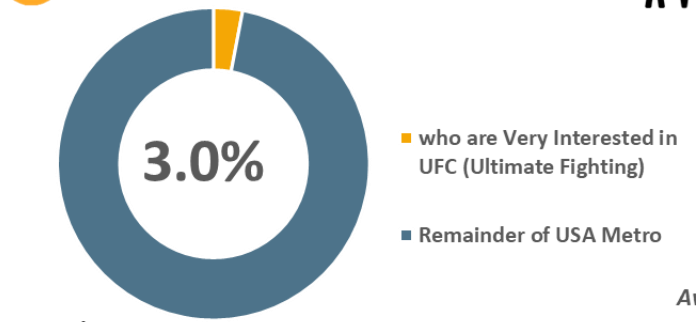
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

HUBBARD BROADCASTING INC. HB INC.

UFC *Very Intererested in UFC*

3.% or 7,892,619 of USA Adults 18 or older are Very Interested in UFC (Ultimate Fighting).
Typical Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) are 41.8 years old (14.5% younger than average) and have a $82,018 (8.5% lower than average) annual household income.

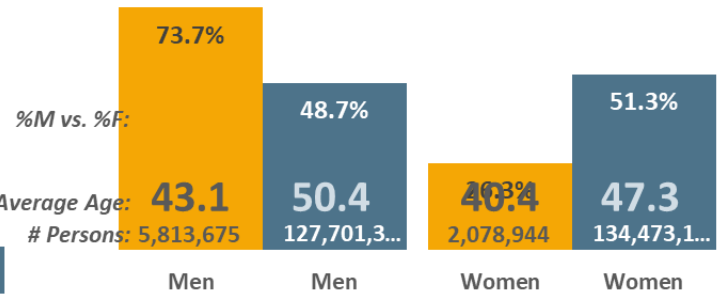
Percent of Market: Adults 18 or older



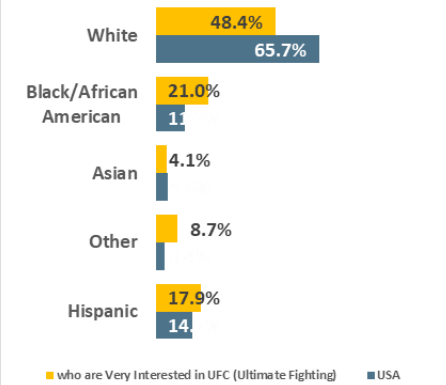
Total Persons:



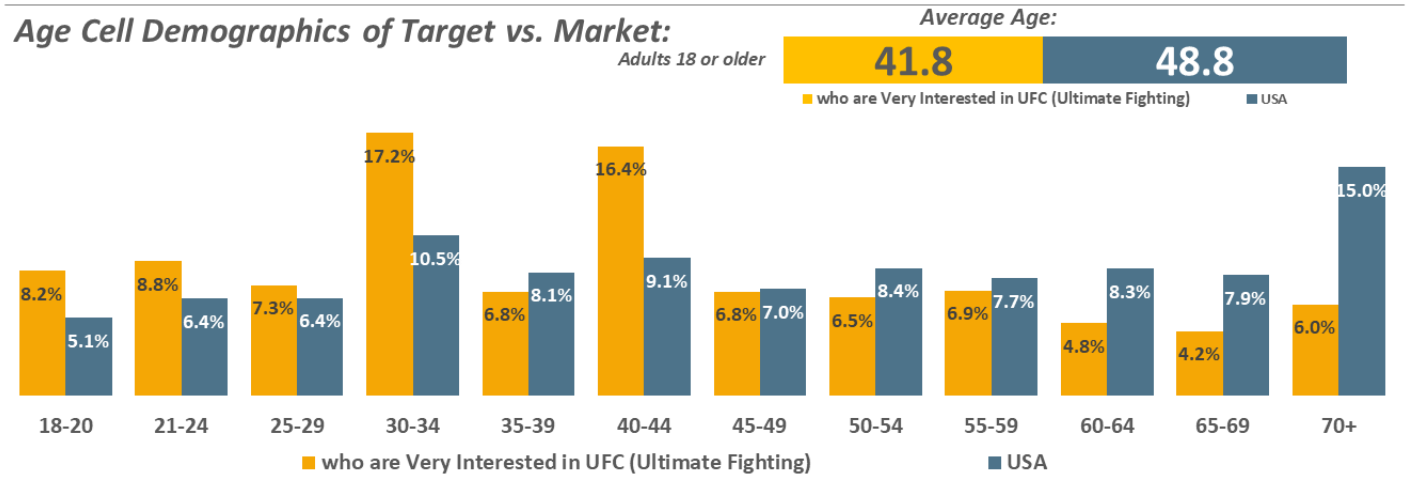
Gender of Target vs. Market: Adults 18 or older



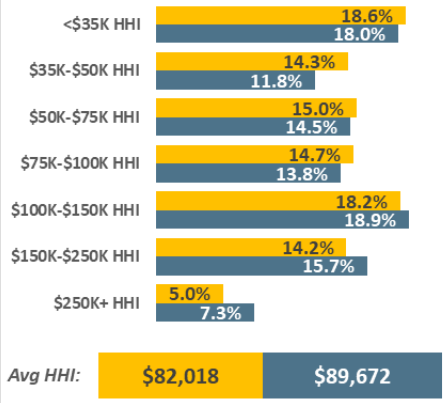
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $82,018 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

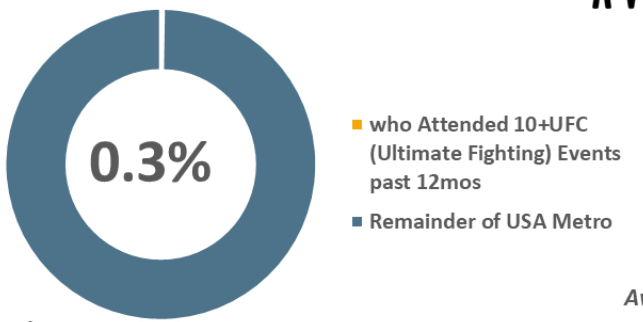
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Current level of interest in UFC (Ultimate Fighting): Very

UFC Attended 10+ UFC Events past 12mos

.3% or 688,760 of USA Adults 18 or older Attended 10+UFC (Ultimate Fighting) Events past 12mos.
Typical Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos are 42.8 years old (12.4% younger than average) and have a $63,698 (29.% lower than average) annual household income.

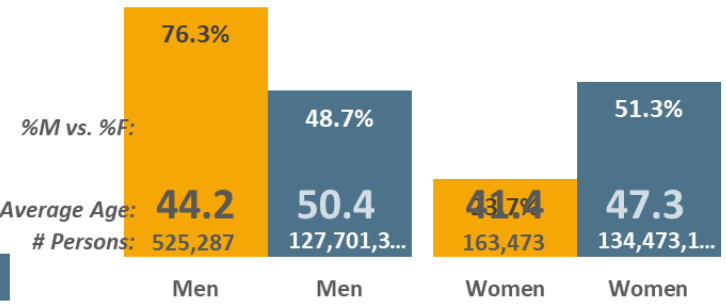
Percent of Market: Adults 18 or older



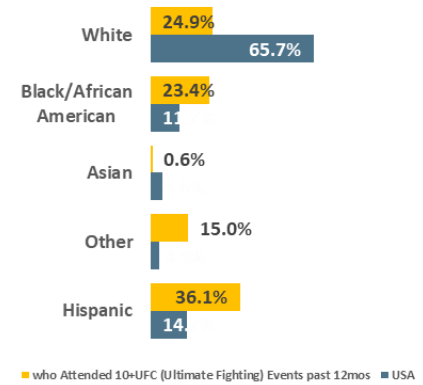
Total Persons:

688,760 | 261,485,740

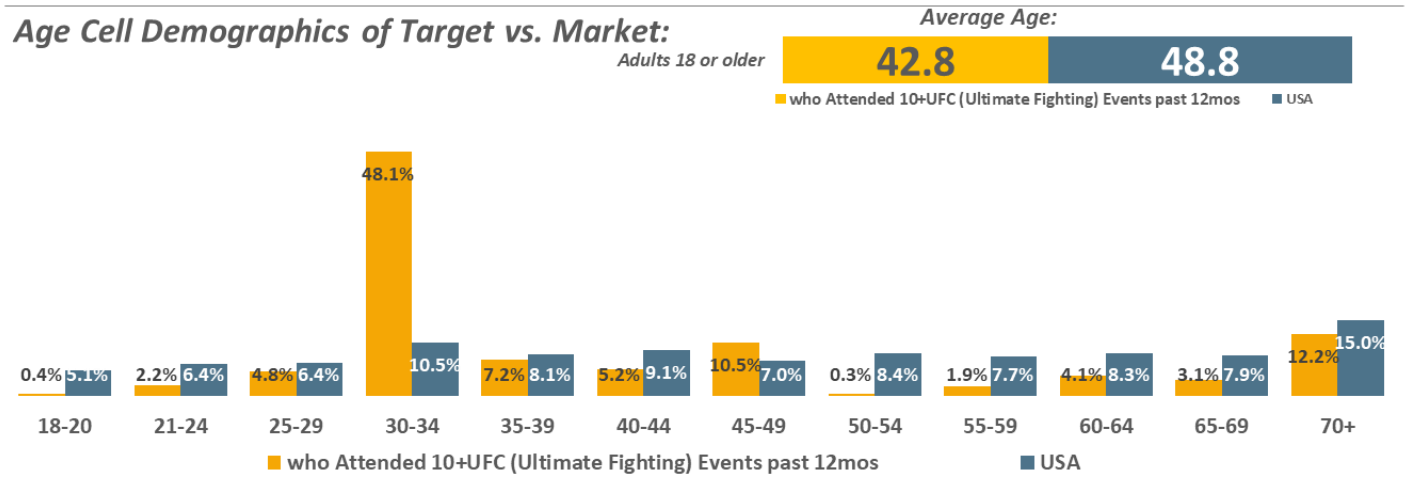
Gender of Target vs. Market: Adults 18 or older



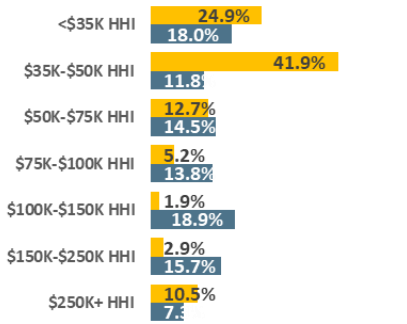
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $63,698 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

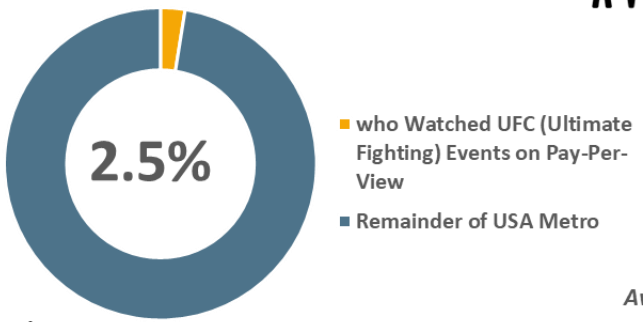
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

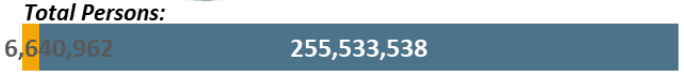
Watched UFC on Pay-Per View

2.5% or 6,640,962 of USA Adults 18 or older Watched UFC (Ultimate Fighting) Events on Pay-Per-View. Typical Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View are 39.9 years old (18.3% younger than average) and have a $95,019 (6.% higher than average) annual household income.

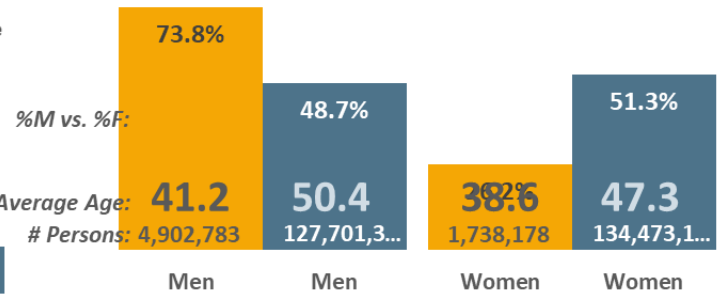
Percent of Market: Adults 18 or older



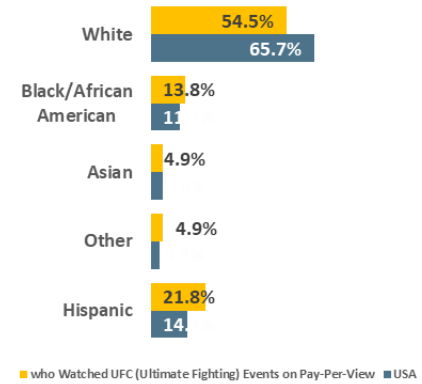
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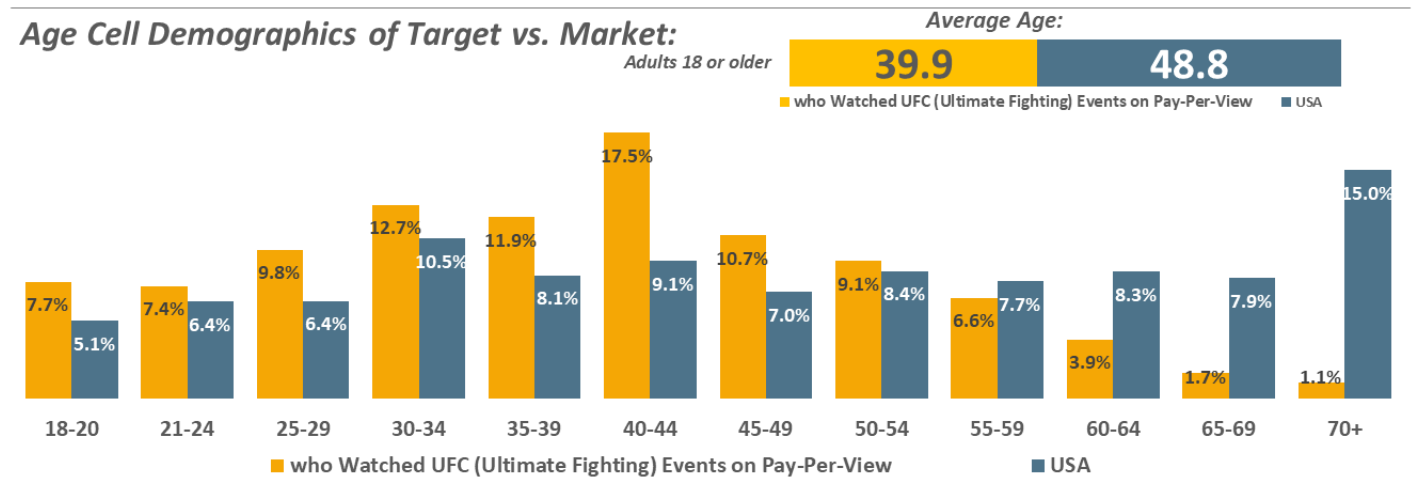
Gender of Target vs. Market: Adults 18 or older



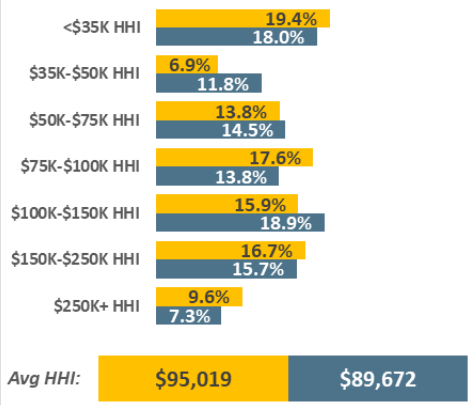
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $95,019 | $89,672

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

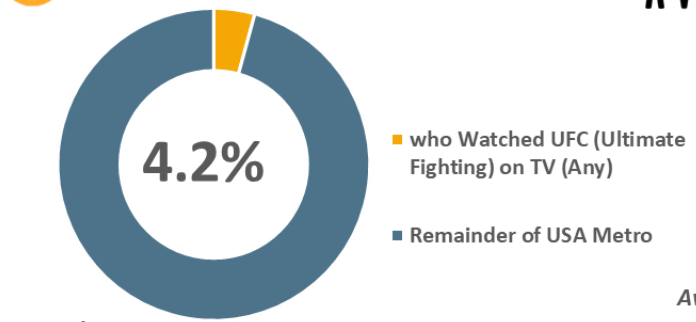
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

UFC Watched UFC on TV (Any)

4.2% or 11,130,728 of USA Adults 18 or older Watched UFC (Ultimate Fighting) on TV (Any).
Typical Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) are 48.9 years old (.1% older than average) and have a $91,415 (1.9% higher than average) annual household income.

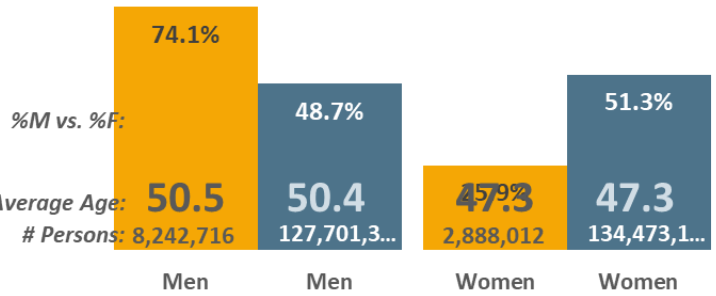
Percent of Market: Adults 18 or older



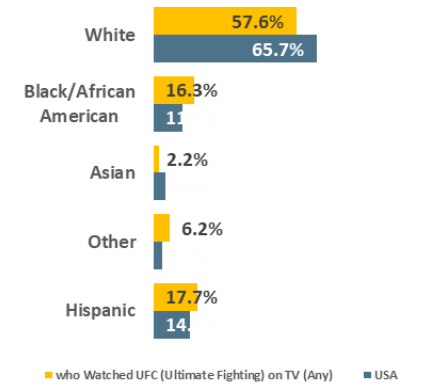
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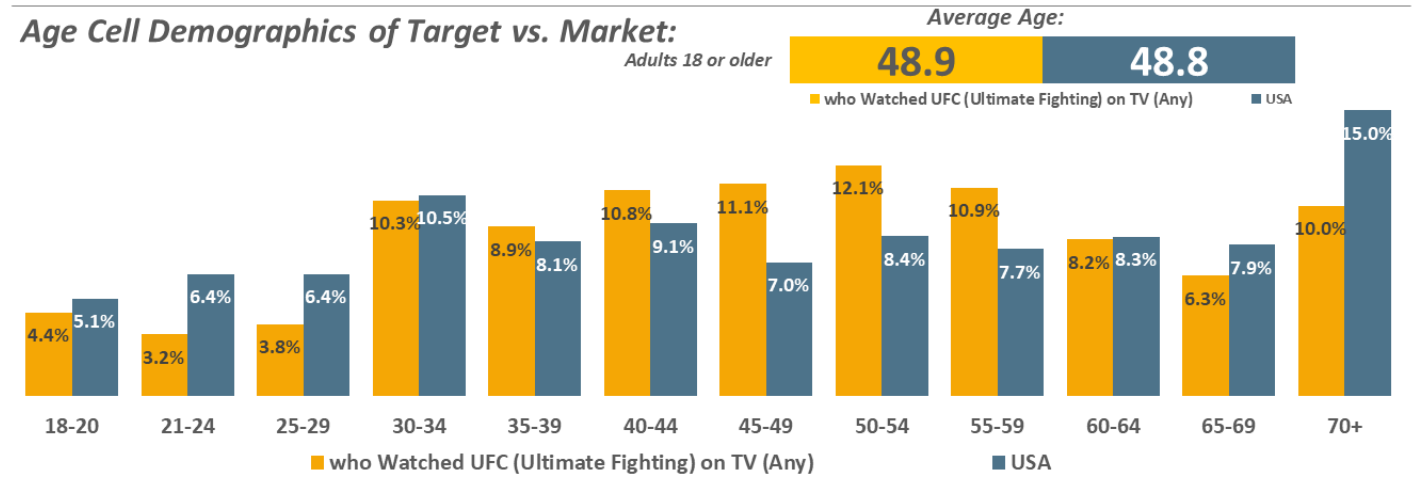
Gender of Target vs. Market: Adults 18 or older



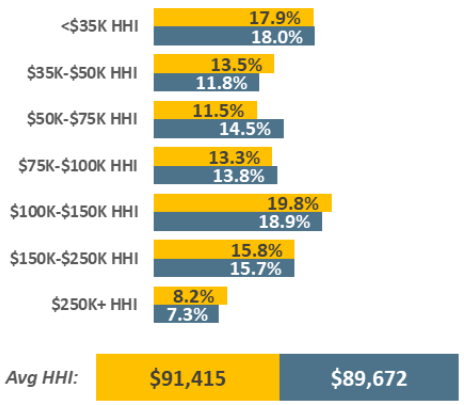
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $91,415 | $89,672

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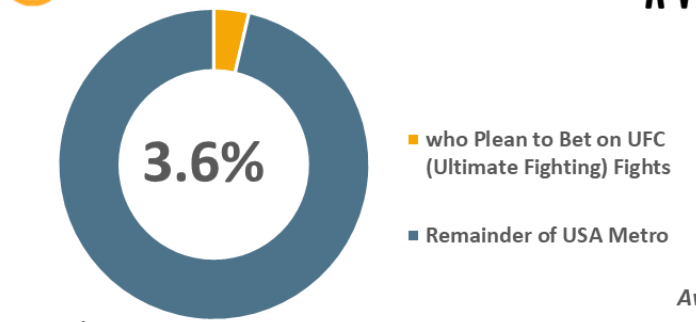
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

UFC Plan to Bet on UFC Fights

3.6% or 9,540,441 of USA Adults 18 or older Plean to Bet on UFC (Ultimate Fighting) Fights.
Typical Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights are 38.9 years old (20.3% younger than average) and have a $91,064 (1.6% higher than average) annual household income.

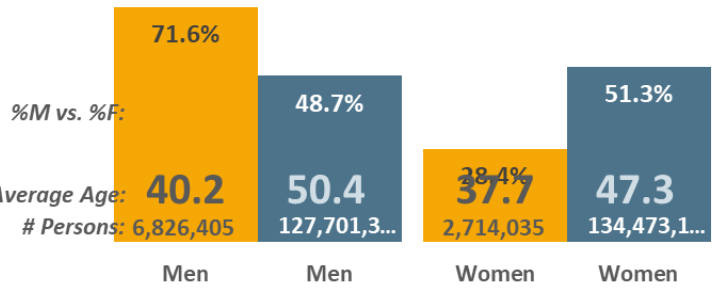
Percent of Market: Adults 18 or older



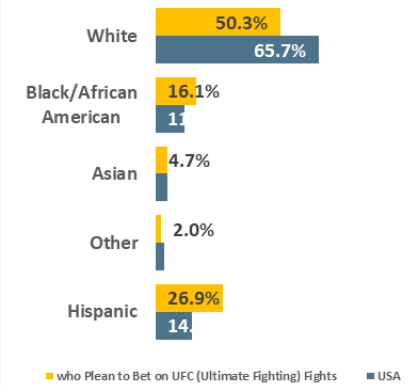
Total Persons:



Gender of Target vs. Market: Adults 18 or older



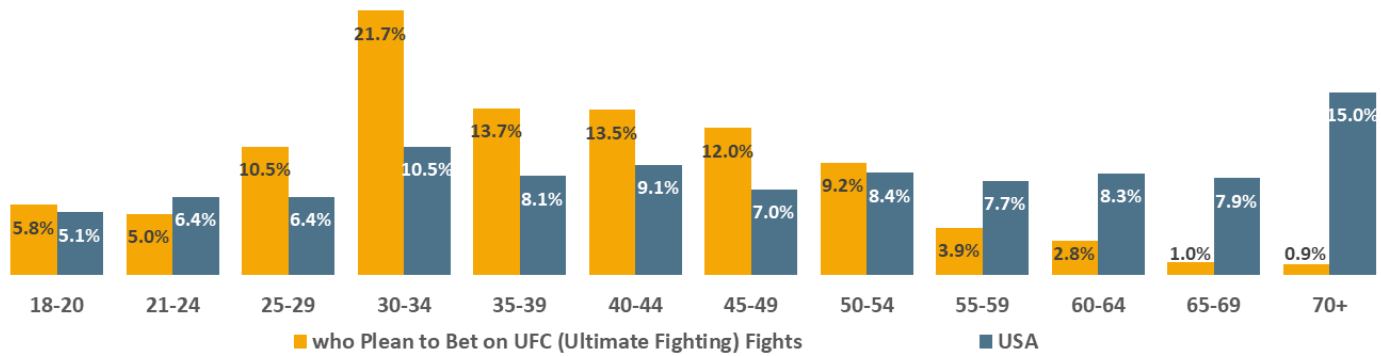
Ethnicity of Target vs. Market:



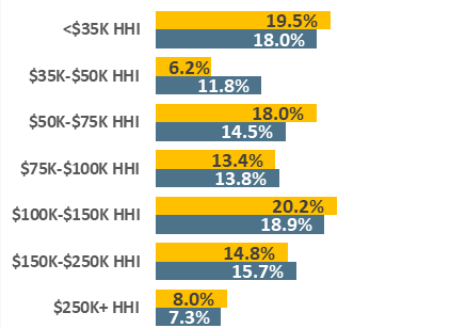
Age Cell Demographics of Target vs. Market:

Average Age:





HHI of Target vs. Market:



Avg HHI: $91,064 | $89,672

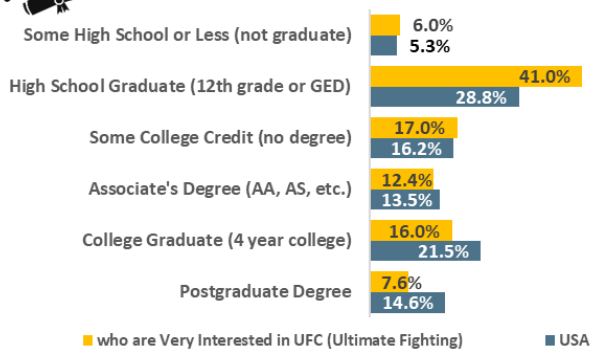
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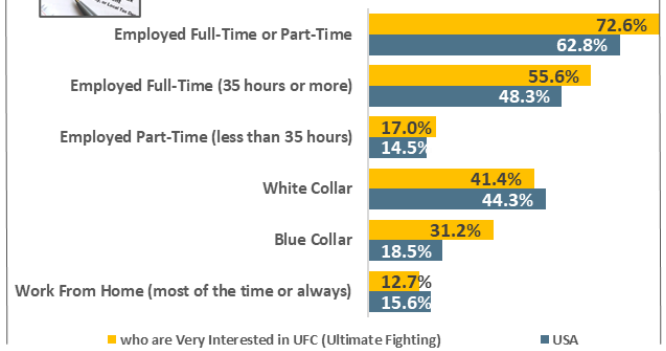
UFC Very Intereserested in UFC

3.% or 7,892,619 of USA Adults 18 or older are Very Interested in UFC (Ultimate Fighting).
Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) are 34.6% less likely to be a college graduate, 15.2% more likely to work full-time, 19.7% less likely to be married, 21.4% more likely to be a parent of 1 or more children under 18.

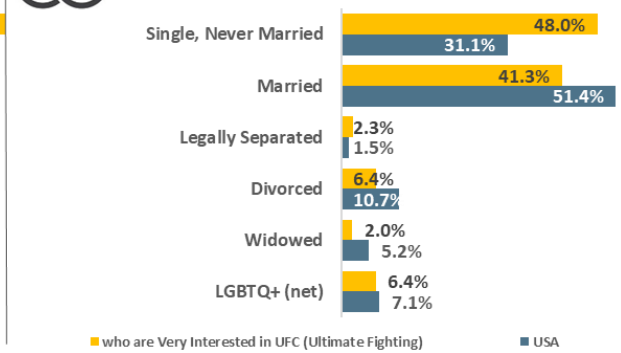
Education Levels: Adults 18 or older



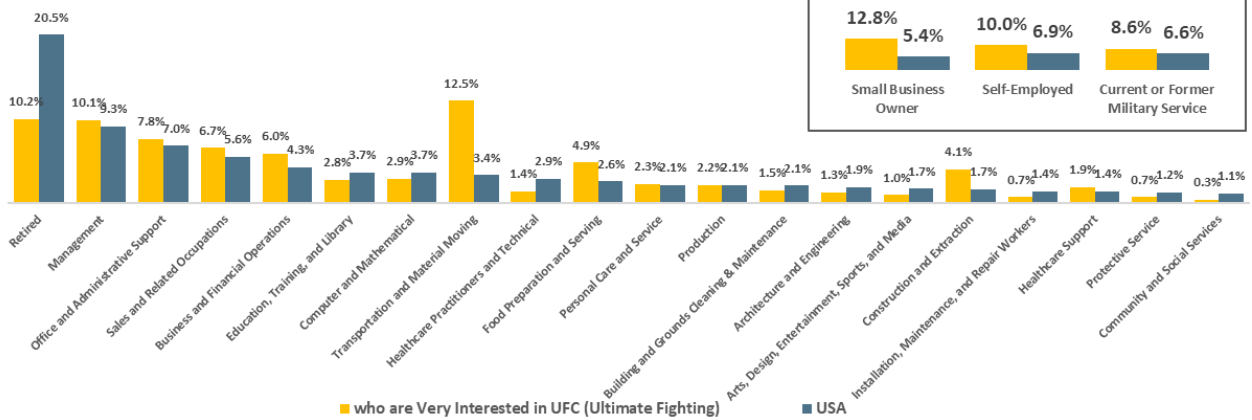
Employment: Adults 18 or older



Marital Status: Adults 18 or older

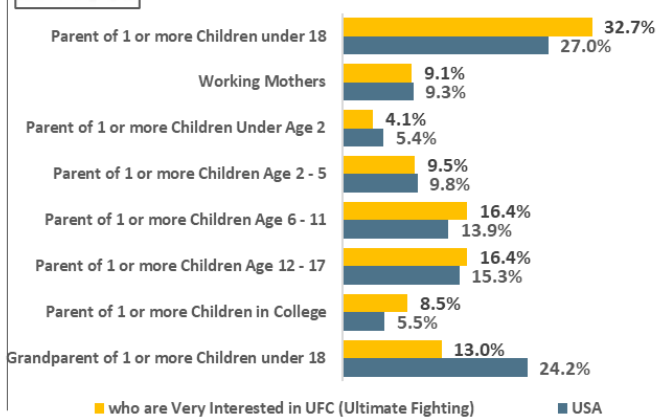


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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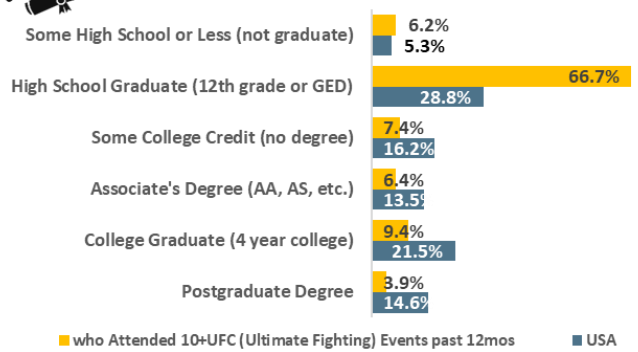
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Current level of interest in UFC (Ultimate Fighting): Very

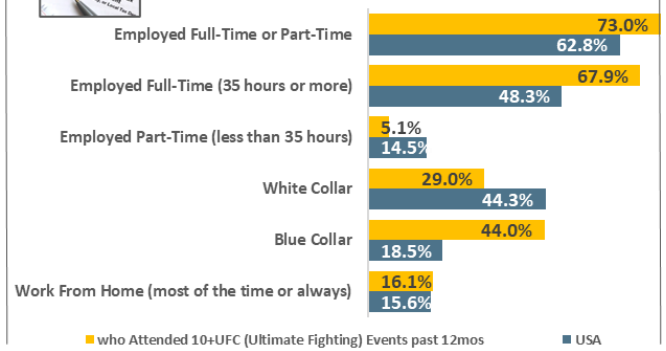
UFC Attended 10+ UFC Events past 12mos

.3% or 688,760 of USA Adults 18 or older Attended 10+UFC (Ultimate Fighting) Events past 12mos.
Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos are 63.4% less likely to be a college graduate, 40.6% more likely to work full-time, 39.8% less likely to be married, 35.% less likely to be a parent of 1 or more children under

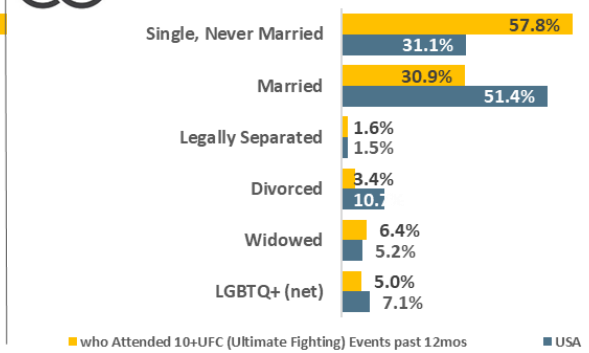
Education Levels: Adults 18 or older



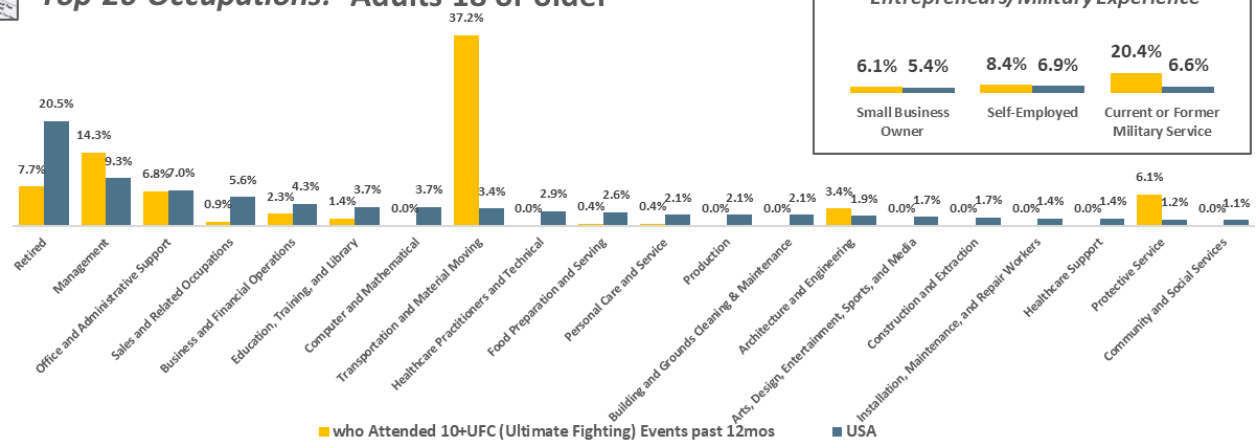
Employment: Adults 18 or older



Marital Status: Adults 18 or older

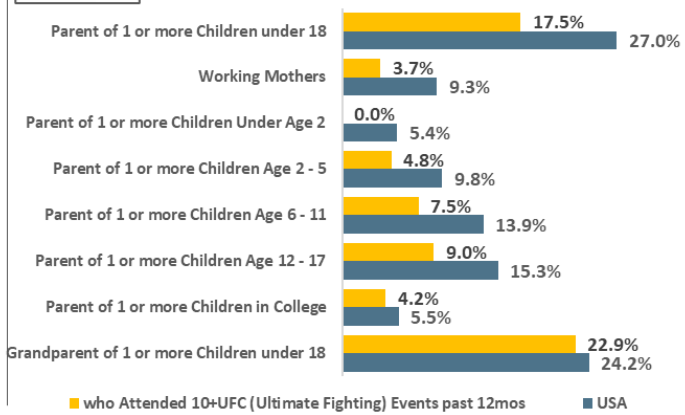


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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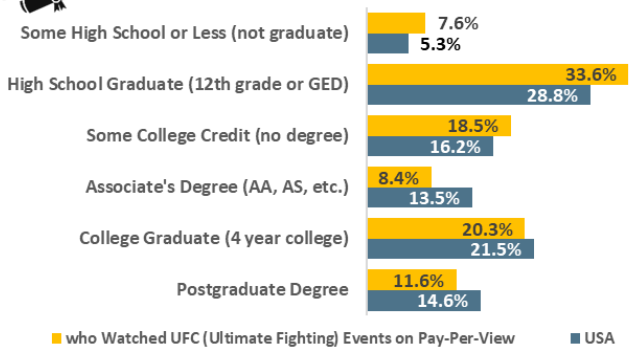
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

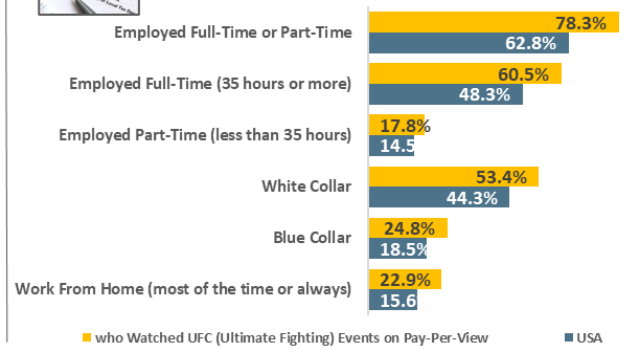
Watched UFC on Pay-Per View

2.5% or 6,640,962 of USA Adults 18 or older Watched UFC (Ultimate Fighting) Events on Pay-Per-View. Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View are 11.7% less likely to be a college graduate, 25.2% more likely to work full-time, 14.% less likely to be married, 41.8% more likely to be a parent of 1 or more children under

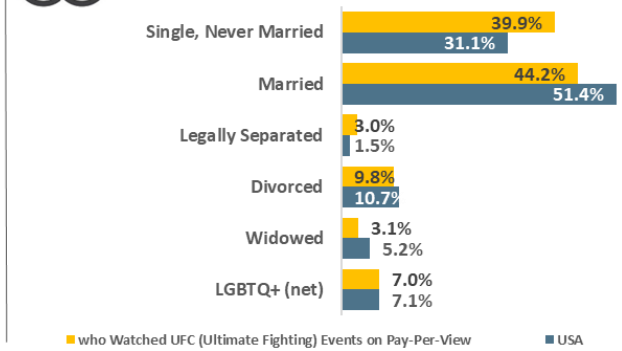
Education Levels: Adults 18 or older



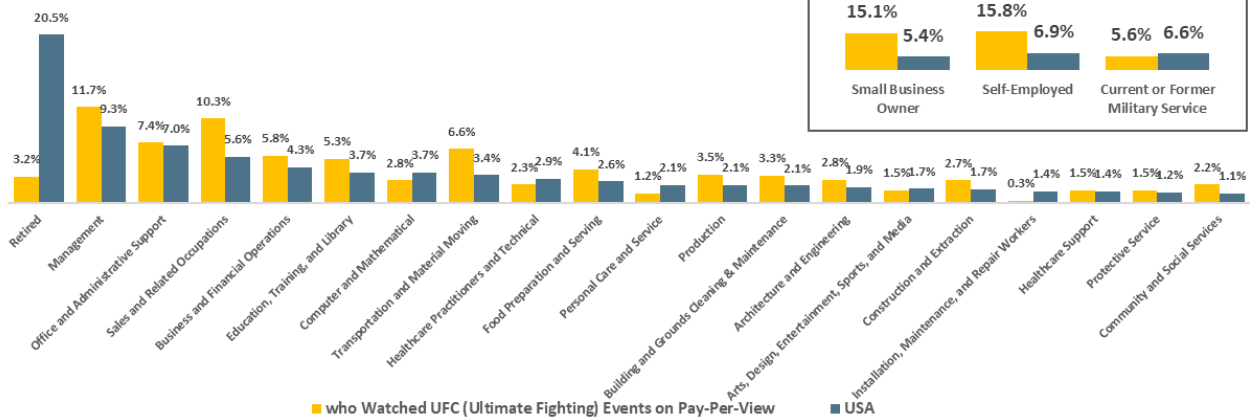
Employment: Adults 18 or older



Marital Status: Adults 18 or older

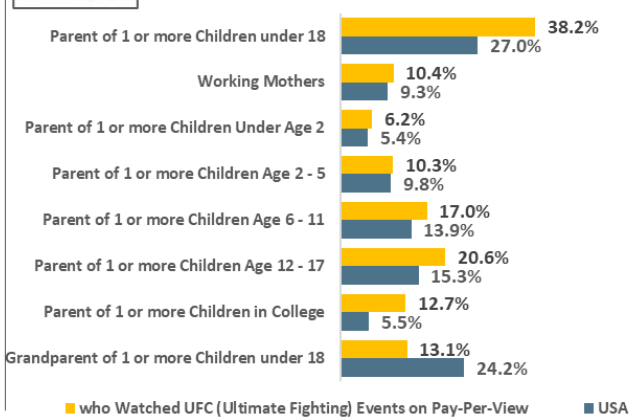


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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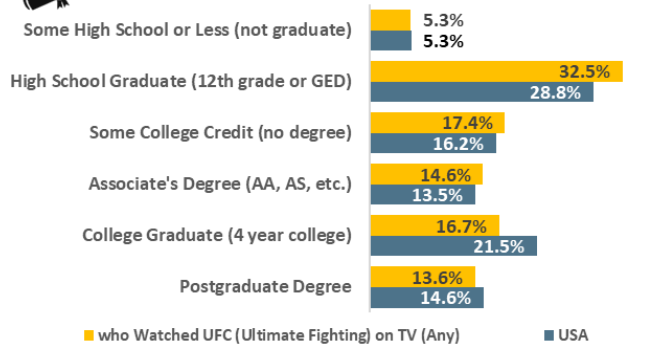
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

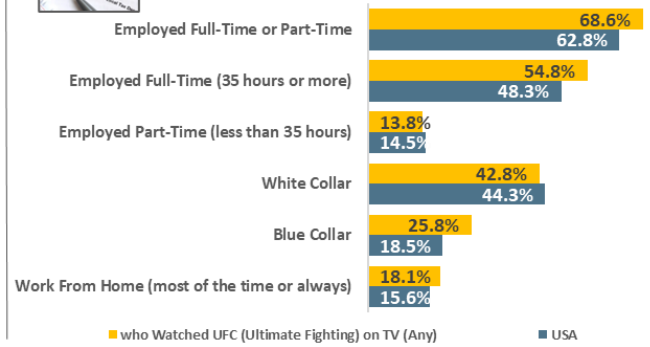
UFC Watched UFC on TV (Any)

4.2% or 11,130,728 of USA Adults 18 or older Watched UFC (Ultimate Fighting) on TV (Any).
Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) are 16.3% less likely to be a college graduate, 13.5% more likely to work full-time, 2.6% more likely to be married, 3.6% more likely to be a parent of 1 or more children under 18.

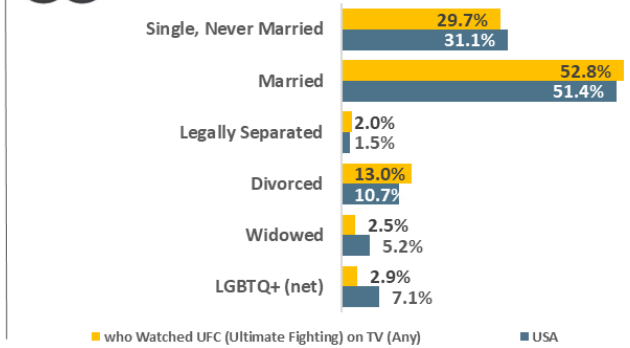
Education Levels: Adults 18 or older



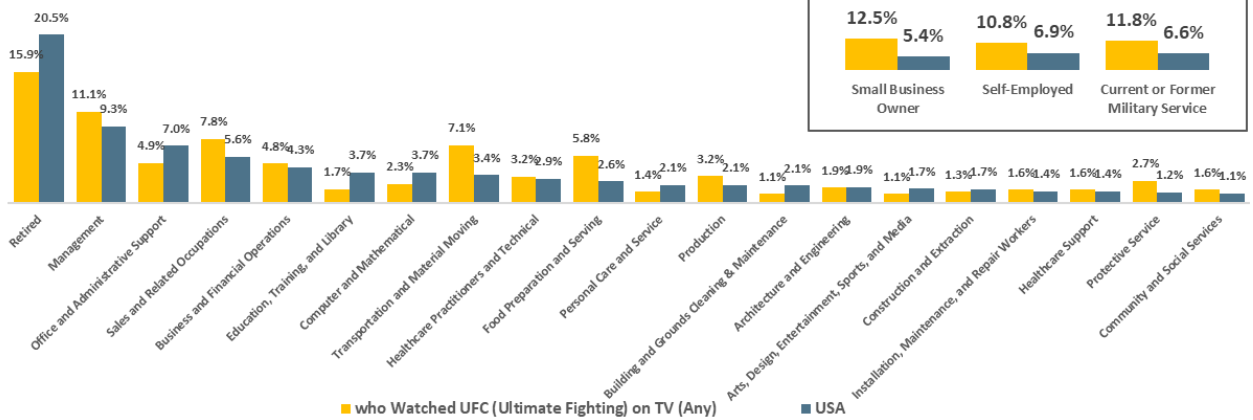
Employment: Adults 18 or older



Marital Status: Adults 18 or older

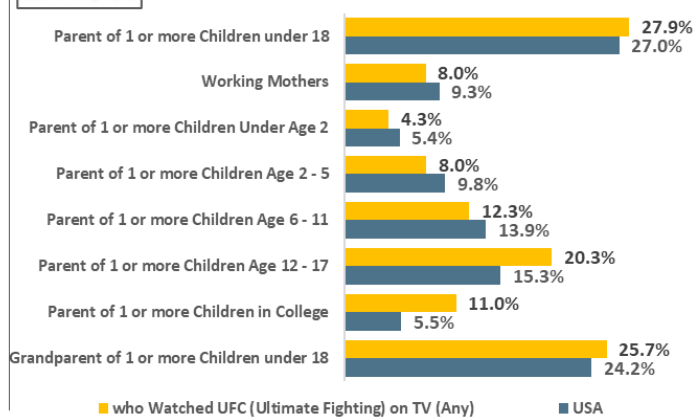


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

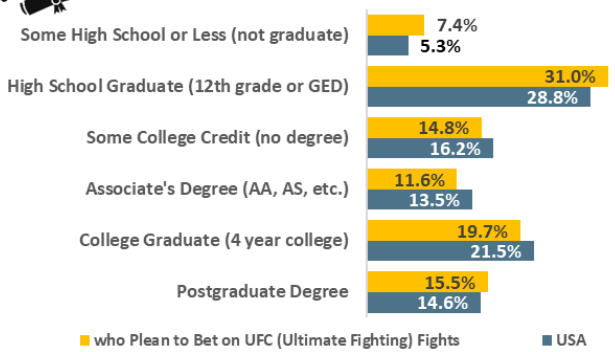
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

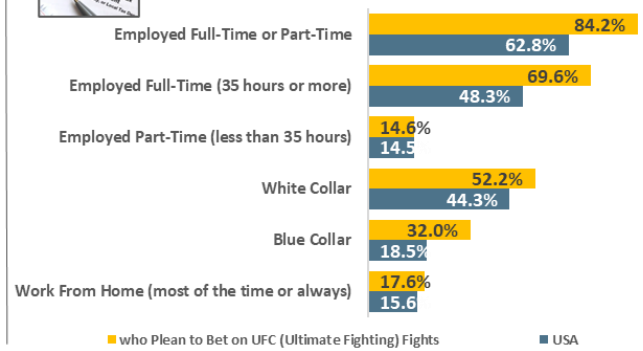
UFC Plan to Bet on UFC Fights

3.6% or 9,540,441 of USA Adults 18 or older Plean to Bet on UFC (Ultimate Fighting) Fights.
Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights are 2.4% less likely to be a college graduate, 44.1% more likely to work full-time, 17.2% more likely to be married, 84.2% more likely to be a parent of 1 or more children under 18.

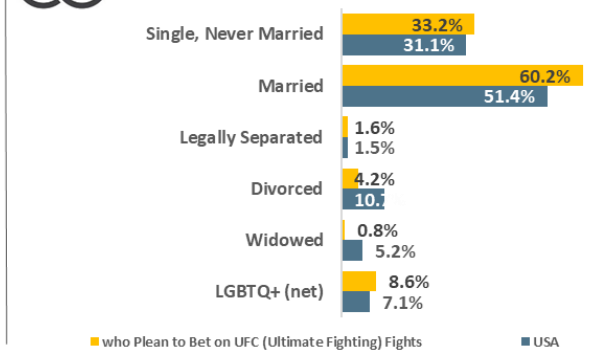
Education Levels: Adults 18 or older



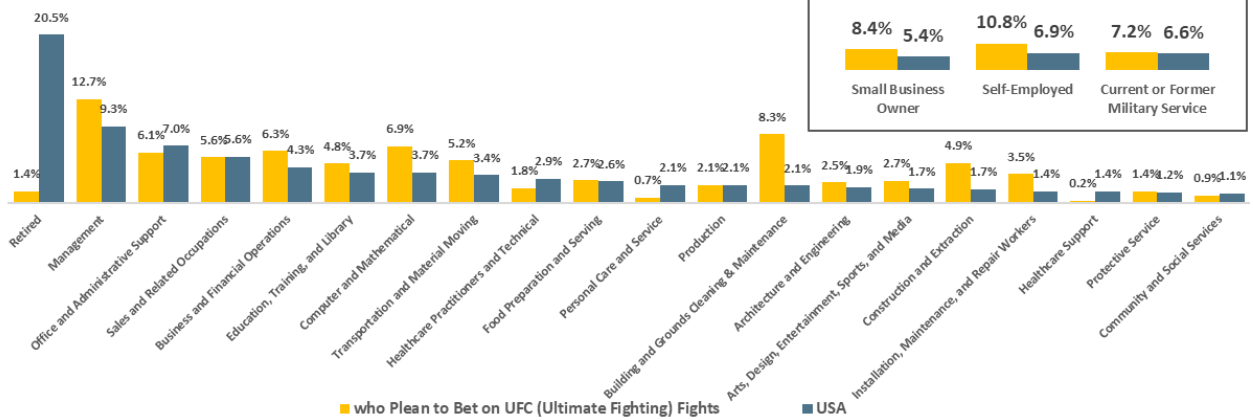
Employment: Adults 18 or older



Marital Status: Adults 18 or older

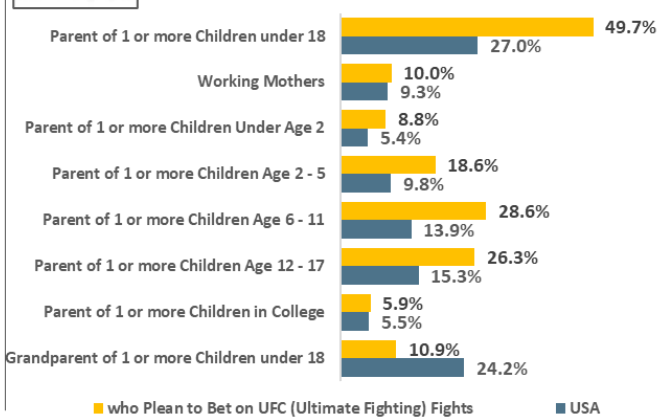


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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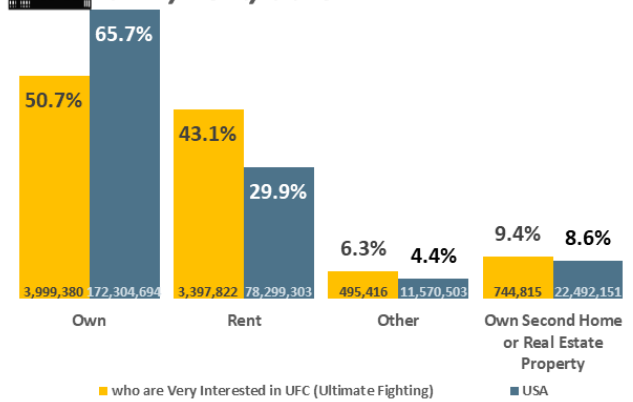
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

©

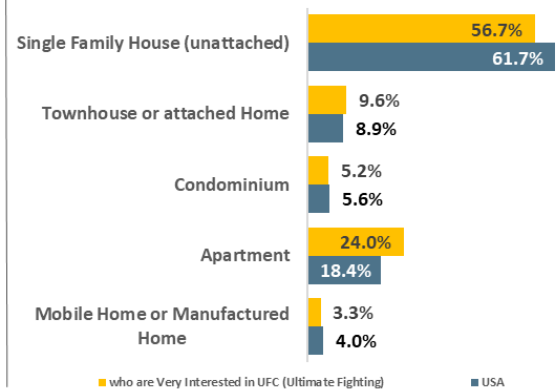
UFC Very Intererested in UFC

3.% or 7,892,619 of USA Adults 18 or older are Very Interested in UFC (Ultimate Fighting).
Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) are 22.9% less likely to own their home, 5.1% more likely to own a lower valued home, 8.1% less likely to have a single-family home, 15.9% more likely to have a dog.

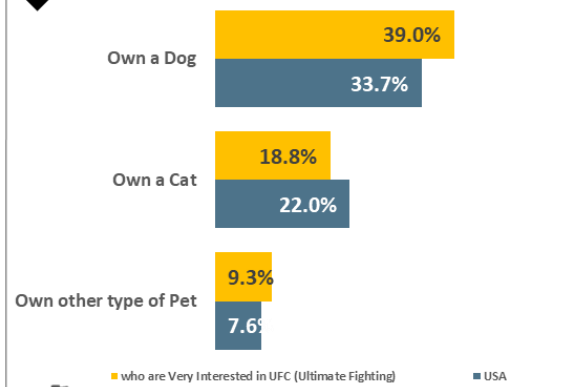
Own/Rent/Other: Adults 18 or older



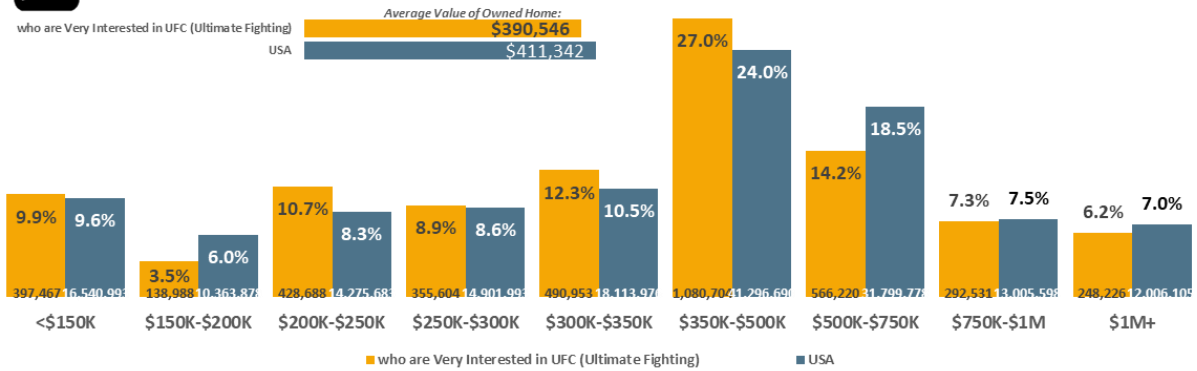
Type of Home: Adults 18 or older



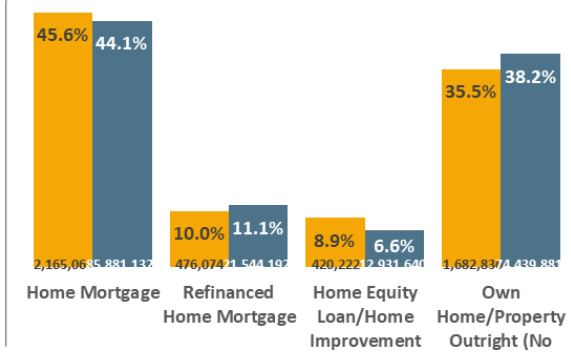
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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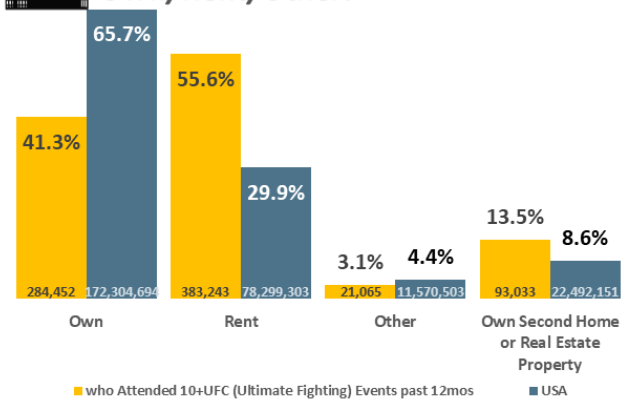
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Current level of interest in UFC (Ultimate Fighting): Very

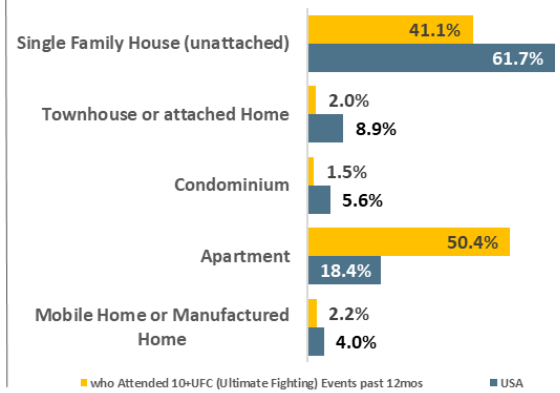
UFC Attended 10+ UFC Events past 12mos

.3% or 688,760 of USA Adults 18 or older Attended 10+UFC (Ultimate Fighting) Events past 12mos.
Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos are 37.2% less likely to own their home, 29.1% more likely to own a higher valued home, 33.4% less likely to have a single-family home, 72.4% less likely to have a dog.

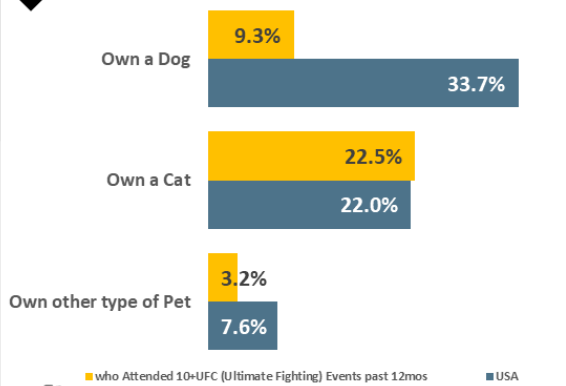
Own/Rent/Other: Adults 18 or older



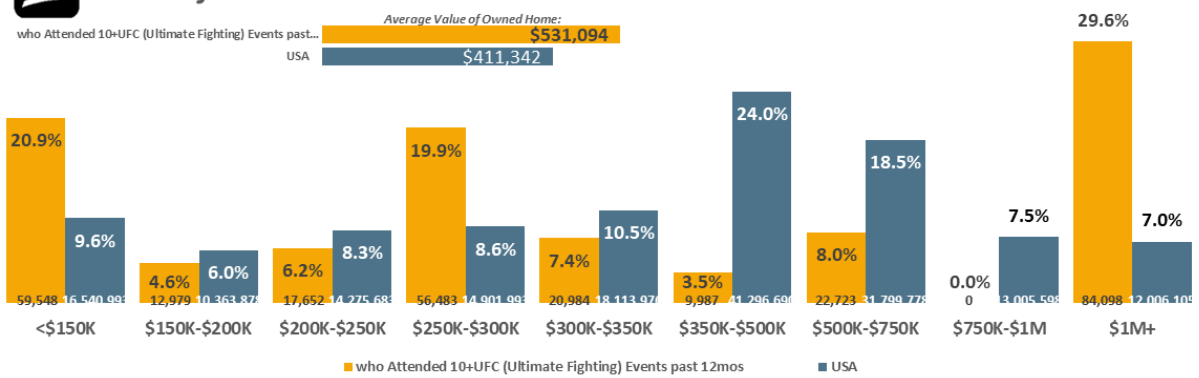
Type of Home: Adults 18 or older



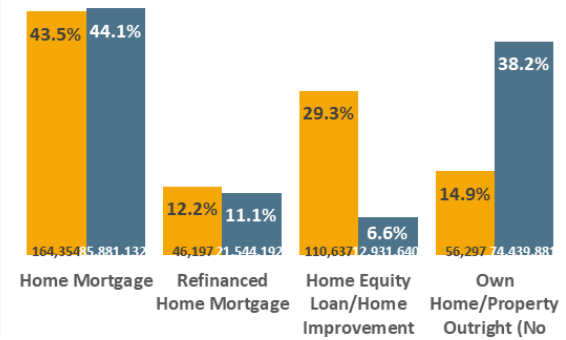
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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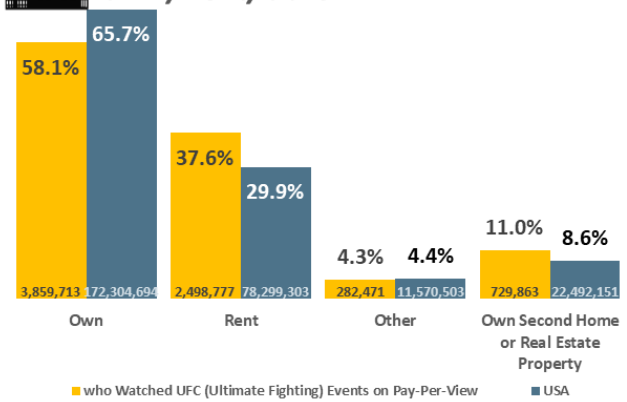
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

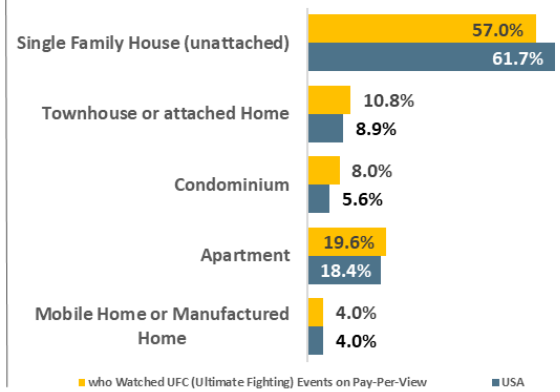
UFC Watched UFC on Pay-Per View

2.5% or 6,640,962 of USA Adults 18 or older Watched UFC (Ultimate Fighting) Events on Pay-Per-View. Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View are 11.6% less likely to own their home, .9% more likely to own a lower valued home, 7.6% less likely to have a single-family home, 63.6% more likely to have a dog.

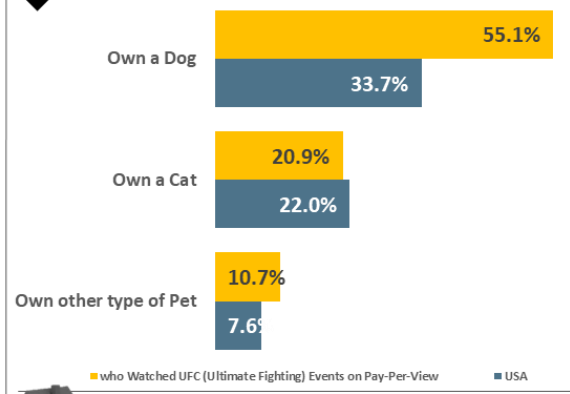
Own/Rent/Other: Adults 18 or older



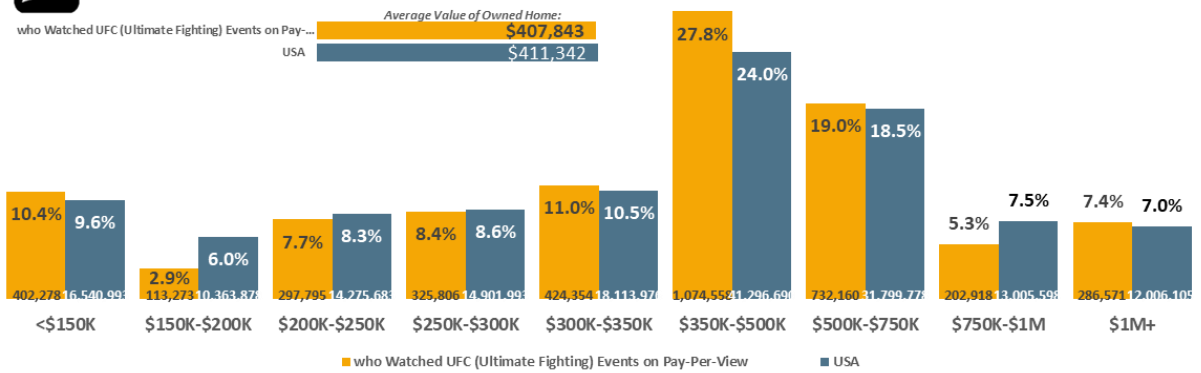
Type of Home: Adults 18 or older



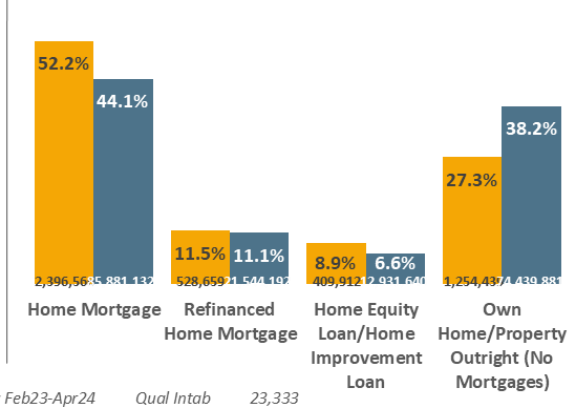
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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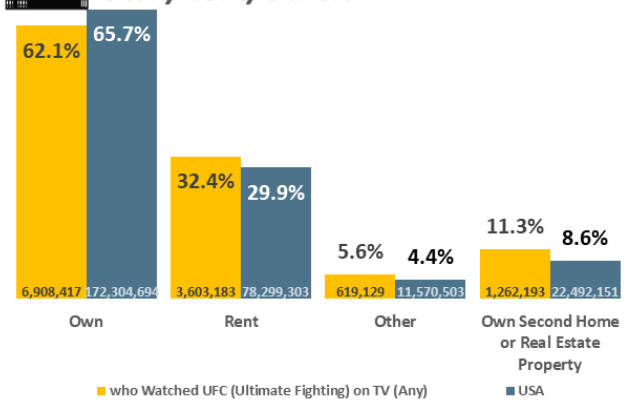
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Special TV sports programs watched past 12 months: UFC Pay-Per-View

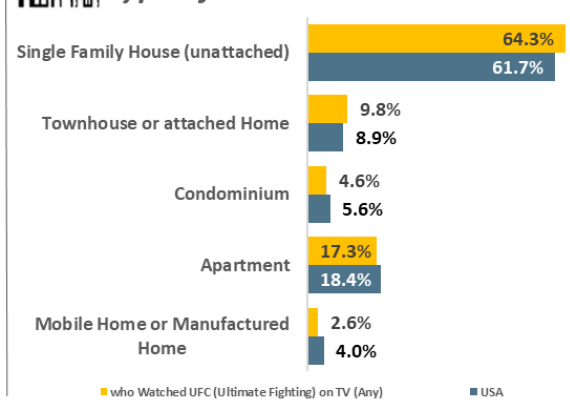
UFC Watched UFC on TV (Any)

4.2% or 11,130,728 of USA Adults 18 or older Watched UFC (Ultimate Fighting) on TV (Any).
Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) are 5.6% less likely to own their home, 7.7% more likely to own a higher valued home, 4.2% more likely to have a single-family home, 26.6% more likely to have a dog.

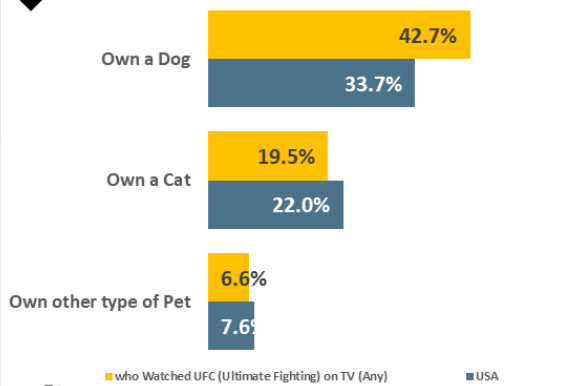
Own/Rent/Other: Adults 18 or older



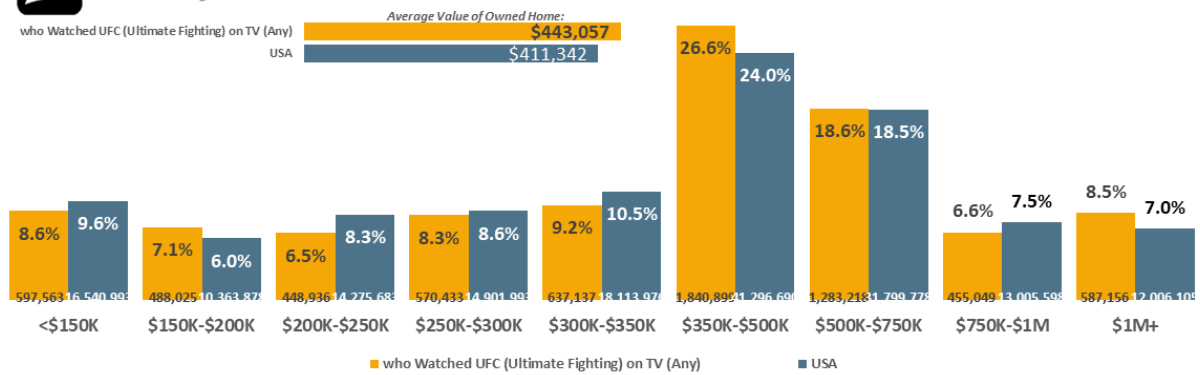
Type of Home: Adults 18 or older



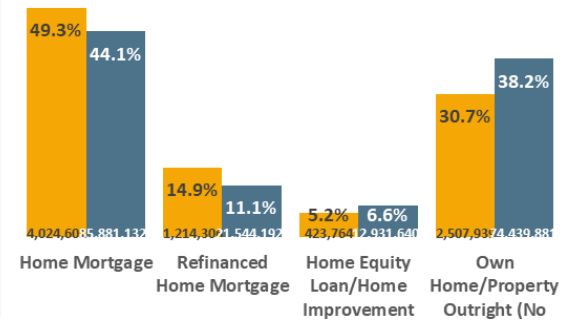
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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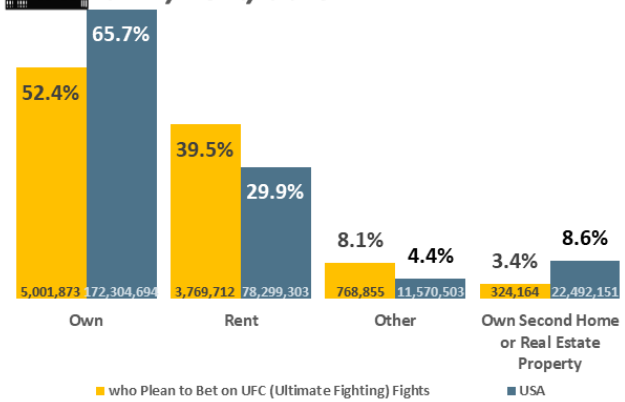
USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

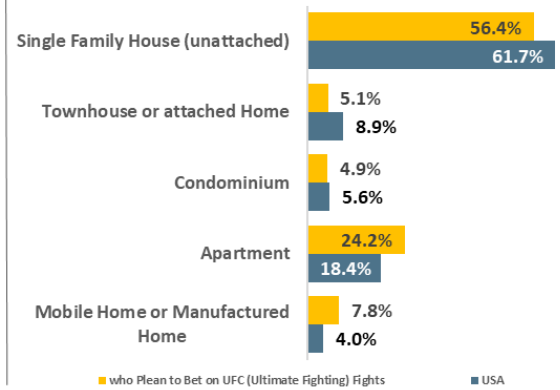
UFC Plan to Bet on UFC Fights

3.6% or 9,540,441 of USA Adults 18 or older Plean to Bet on UFC (Ultimate Fighting) Fights.
Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights are 20.2% less likely to own their home, 4.3% more likely to own a lower valued home, 8.6% less likely to have a single-family home, 12.7% more likely to have a dog.

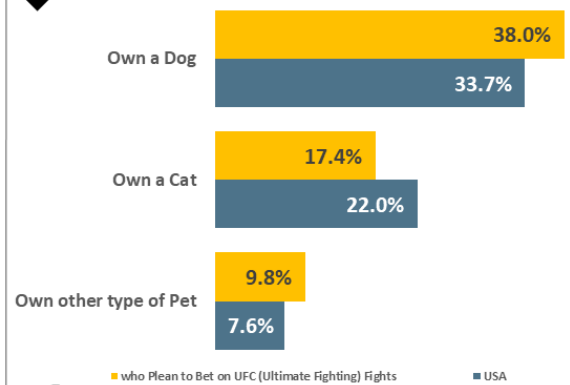
Own/Rent/Other: Adults 18 or older



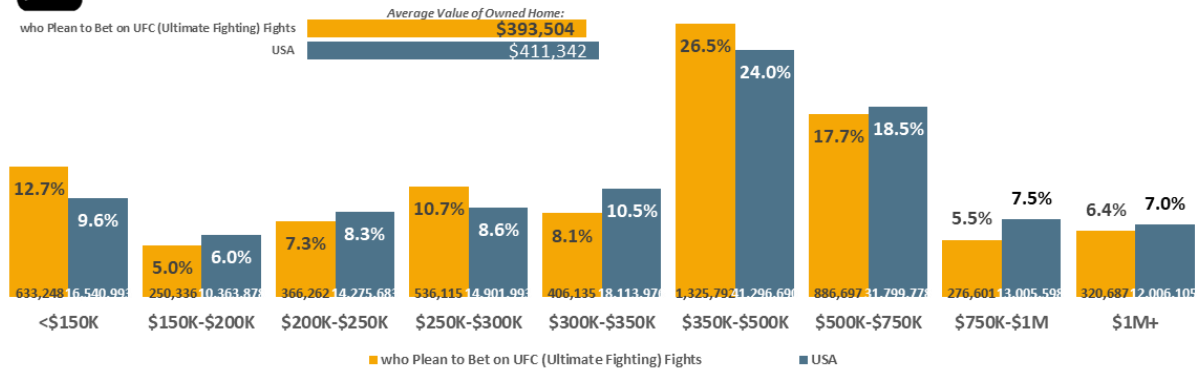
Type of Home: Adults 18 or older



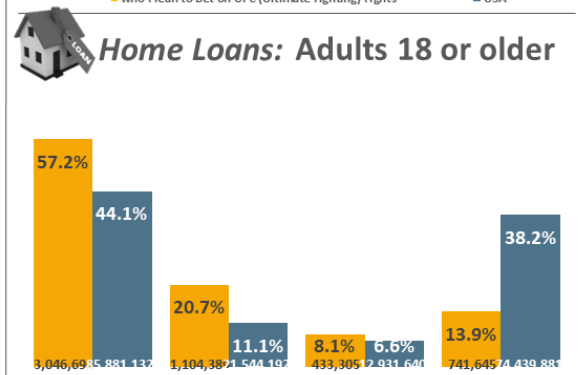
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

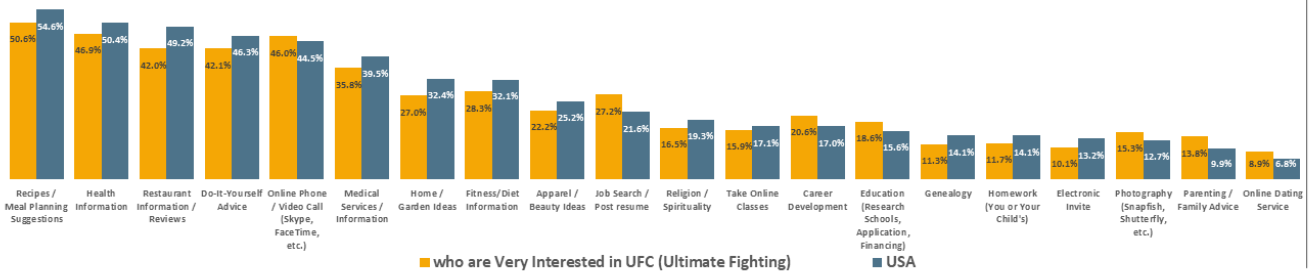
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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

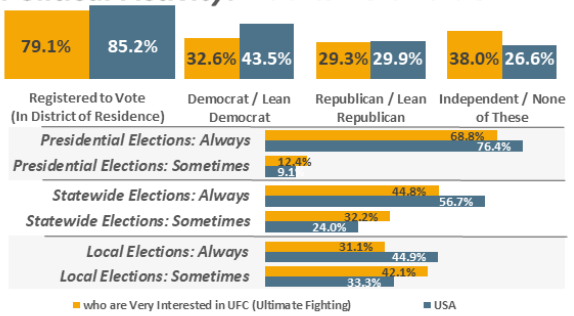
UFC Very Intererested in UFC

3.% or 7,892,619 of USA Adults 18 or older are Very Interested in UFC (Ultimate Fighting).
Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) are 9.2% less likely to look up D-I-Y advice online, 30.7% less likely to always vote in local elections, 38.3% more likely to belong to a gym, 1.4% less likely to fly domestic past yr.

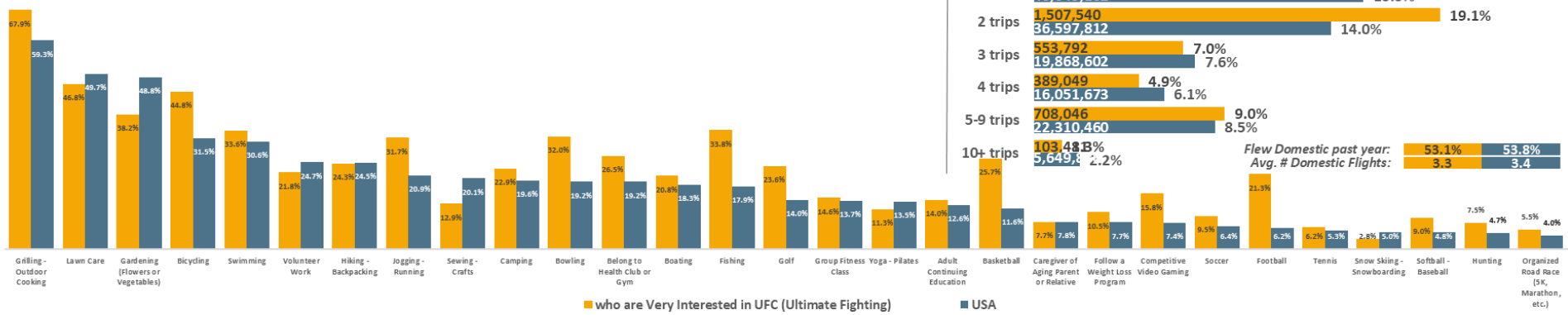
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

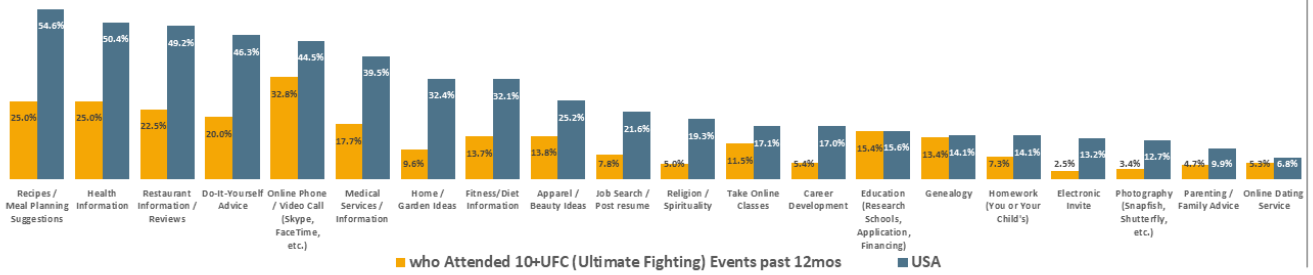
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Current level of interest in UFC (Ultimate Fighting): Very

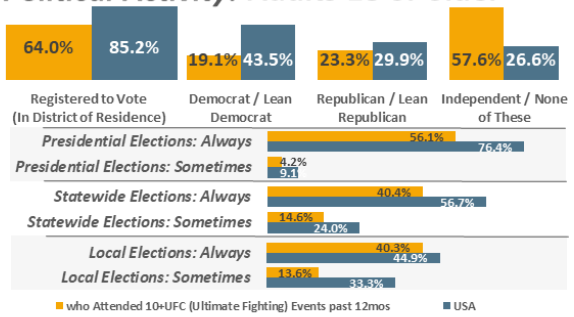
Attended 10+ UFC Events past 12mos

.3% or 688,760 of USA Adults 18 or older Attended 10+UFC (Ultimate Fighting) Events past 12mos. Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos are 56.8% less likely to look up D-I-Y advice online, 10.2% less likely to always vote in local elections, 32.2% less likely to belong to a gym, 42.1% more likely to fly domestic

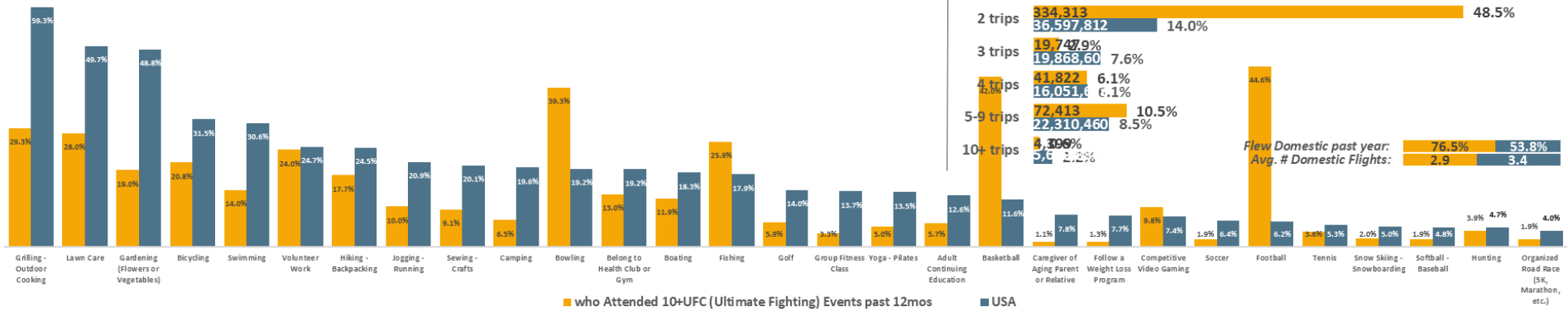
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

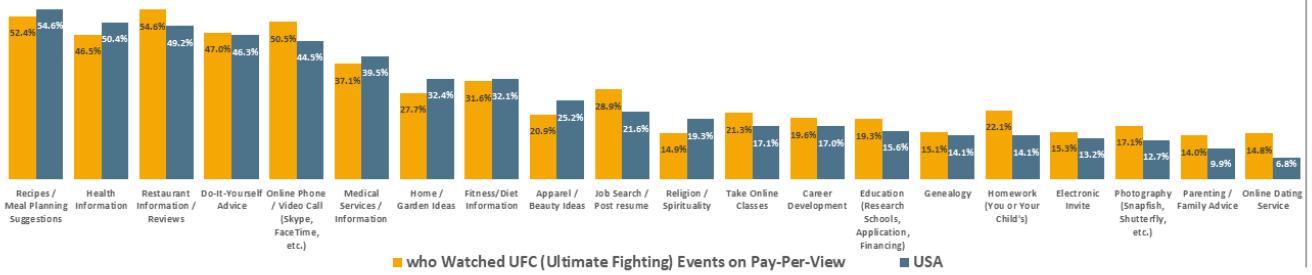
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

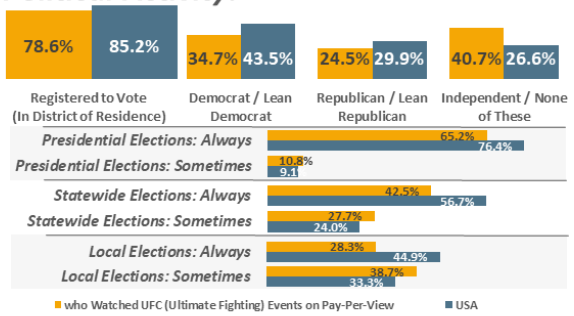
Watched UFC on Pay-Per View

2.5% or 6,640,962 of USA Adults 18 or older Watched UFC (Ultimate Fighting) Events on Pay-Per-View. Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View are 1.6% more likely to look up D-I-Y advice online, 36.9% less likely to always vote in local elections, 55.2% more likely to belong to a gym, 5.9% more likely to fly domestic

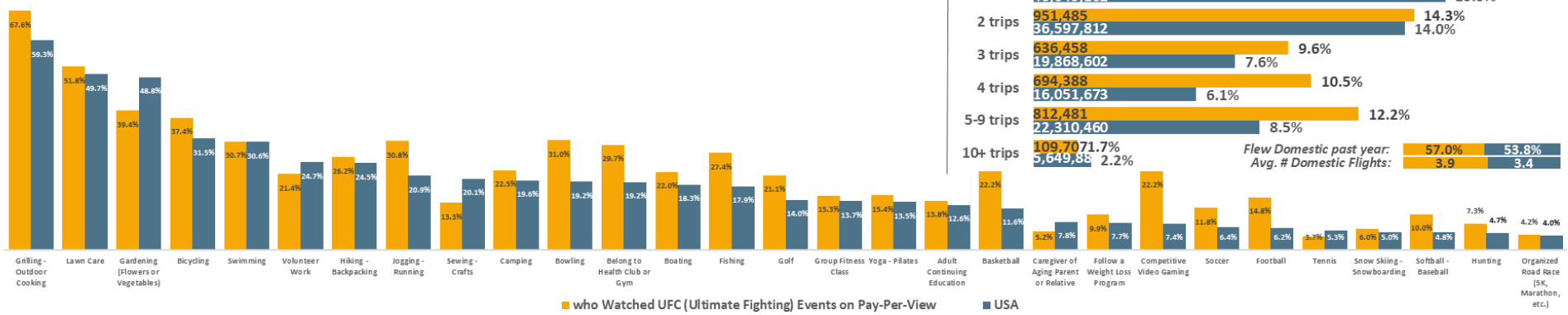
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

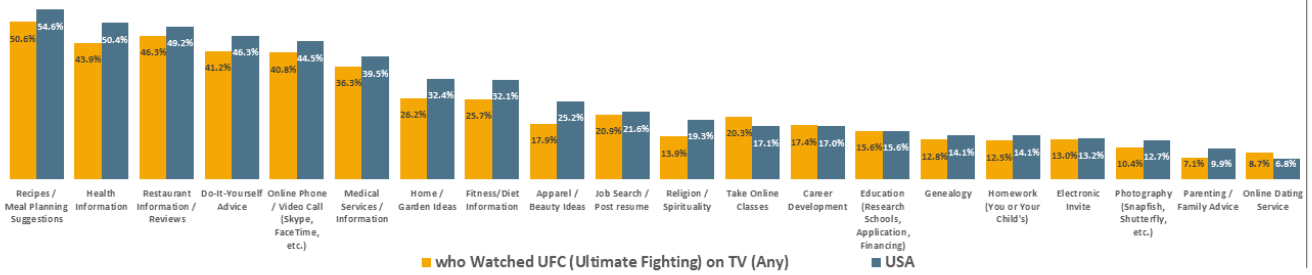
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

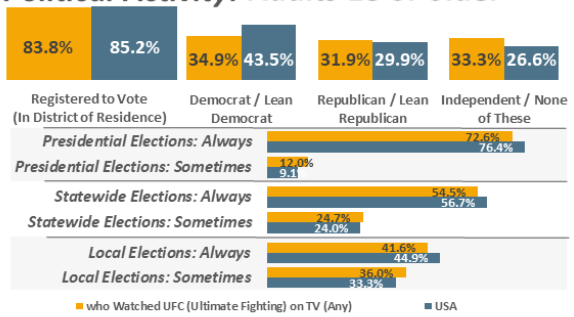
Watched UFC on TV (Any)

4.2% or 11,130,728 of USA Adults 18 or older Watched UFC (Ultimate Fighting) on TV (Any).
Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) are 11.% less likely to look up D-I-Y advice online, 7.3% less likely to always vote in local elections, 34.3% more likely to belong to a gym, 3.9% more likely to fly domestic past yr.

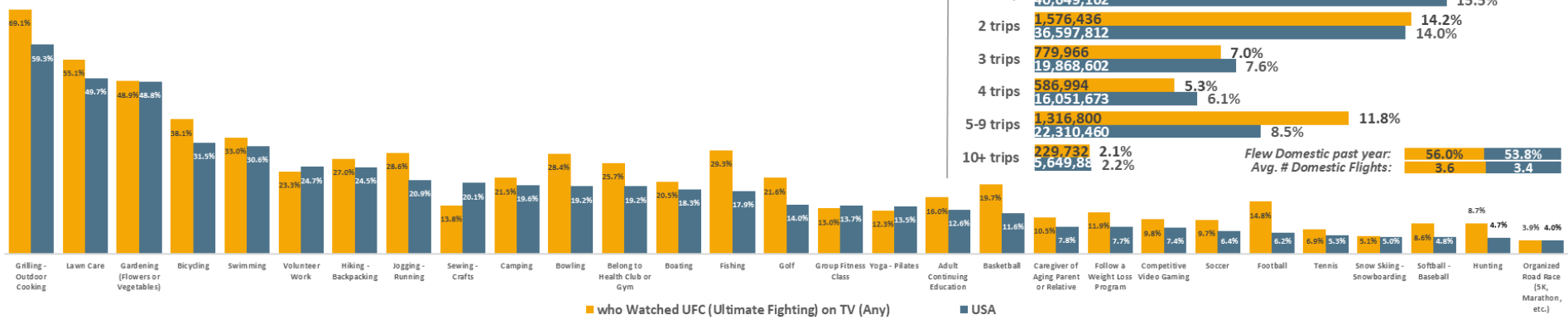
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

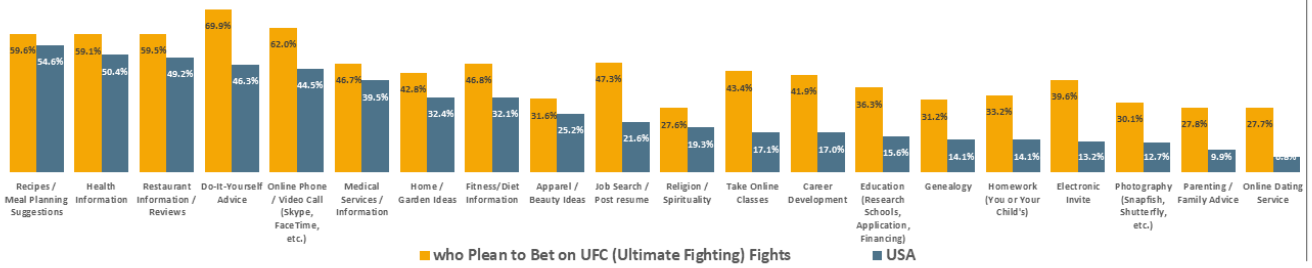
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

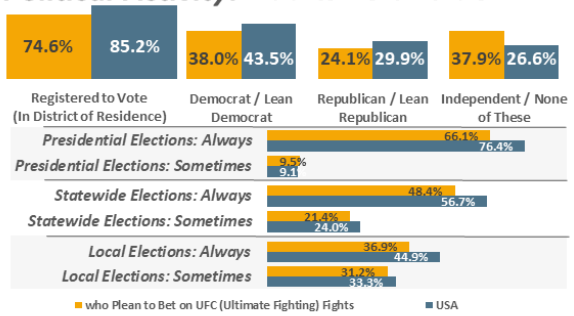
Plan to Bet on UFC Fights

3.6% or 9,540,441 of USA Adults 18 or older Plean to Bet on UFC (Ultimate Fighting) Fights.
Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights are 50.9% more likely to look up D-I-Y advice online, 17.7% less likely to always vote in local elections, 11.% less likely to belong to a gym, 6.3% more likely to fly domestic past yr.

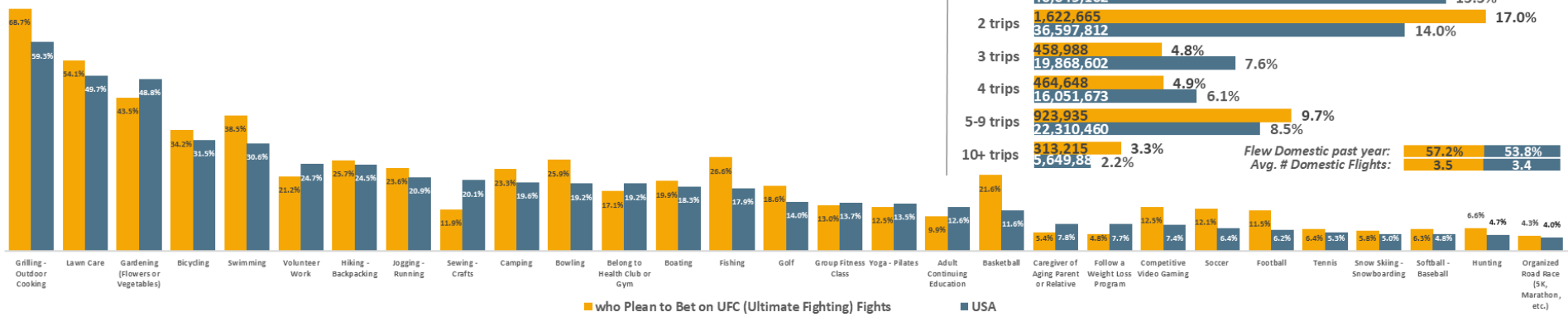
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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UFC Very Intereserested in UFC

3.% or 7,892,619 of USA Adults 18 or older are Very Interested in UFC (Ultimate Fighting).
Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) are 7.3% more likely to use QSRs past mo., 2.5% more likely to use Sit-Down Restaurants past mo., 73.6% more likely to use Casinos past yr., 95.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.1% 7,509,812 | 88.7% 232,489,8 36

Avg. Monthly QSR Meals: 8.0 | 6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 78.0% 6,153,438 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who are Very Interested in UFC (Ultimate Fighting) 2,200,190 27.9%

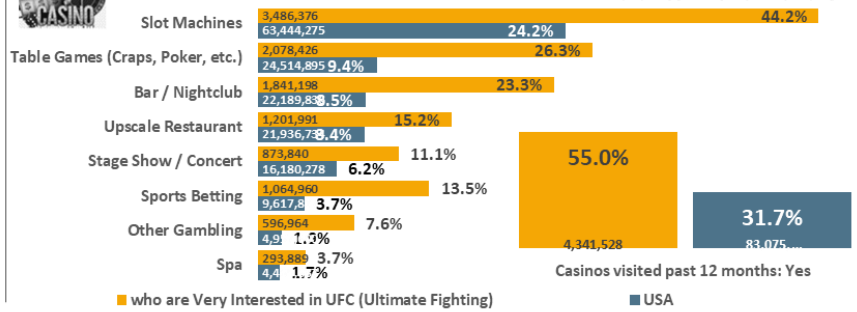
USA 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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Current level of interest in UFC (Ultimate Fighting): Very

Attended 10+ UFC Events past 12mos

.3% or 688,760 of USA Adults 18 or older Attended 10+UFC (Ultimate Fighting) Events past 12mos.
Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos are 5.2% more likely to use QSRs past mo., 21.9% more likely to use Sit-Down Restaurants past mo., 82.9% more likely to use Casinos past yr., 6.3% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



	who Attended 10+UFC (Ultimate Fighting) Events past 12mos	USA
1 time	3.9%	8.4%
2 times	3.6%	10.4%
3 times	2.2%	11.0%
4 times	6.4%	10.6%
5 times	2.2%	10.4%
6 - 9 times	19.5%	20.8%
10 times or more	55.5%	17.2%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
93.3%	88.7%		
642,773	232,489,8	11.1	
	36		

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



	who Attended 10+UFC (Ultimate Fighting) Events past 12mos	USA
1 time	9.5%	15.9%
2 times	4.2%	16.1%
3 times	13.4%	13.3%
4 times	16.5%	9.6%
5 times	2.4%	7.5%
6 - 9 times	9.4%	8.7%
10 times or more	37.3%	4.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
92.7%	76.1%		
638,318	199,395,8	8.3	4.0
	18		

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



	who Attended 10+UFC (Ultimate Fighting) Events past 12mos	USA
Mexican	58.1%	33.5%
Pizza	50.5%	32.7%
Chinese	58.0%	32.1%
Coffee House / Coffee Bar	36.1%	21.1%
Italian	37.1%	17.6%
Indian / Thai / Other Asian	45.1%	16.5%
Wings / Burgers / Sports Bar	42.3%	15.1%
Bagel / Donut / Bakery	37.9%	13.8%
Upscale	39.2%	13.4%
Steakhouse	45.2%	11.8%

Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Attended 10+UFC (Ultimate Fighting) Events past...	311,210	45.2%
USA	[illegible]	17.4%

Drank Past 30-days: Adults 18 or older

	who Attended 10+UFC (Ultimate Fighting) Events past 12mos	USA
Liquor	386,194 56.1%	118,471,405 45.2%
Any Type of Beer	378,011 54.9%	109,122,068 41.6%
Wine	117,939 17.1%	86,745,851 33.1%
Domestic Regular Beer	355,280 51.6%	61,439,313 23.4%
Domestic Light Beer	289,013 42.0	59,731,345 22.8%
Imported Beer	342,027	56,347,213 21.5%
Microbrew / Craft Beer	71,709 10.4%	28,044,613 10.7%

Past 12 months Casino Activities: Adults 18 or older

	who Attended 10+UFC (Ultimate Fighting) Events past 12mos	USA
Slot Machines	348,108 50.5%	63,444,275 24.2%
Table Games (Craps, Poker, etc.)	95,758 13.9%	24,514,[illegible]
Bar / Nightclub	82,327 12.0%	22,189,[illegible]
Upscale Restaurant	[illegible]	21,936,[illegible]
Stage Show / Concert	84,373 12.2%	16,180,[illegible] 6.2%
Sports Betting	72,098 10.5%	9,617,[illegible] 3.7%
Other Gambling	[illegible]	[illegible]
Spa	[illegible]	[illegible]

Casinos visited past 12 months: Yes		
58.0%	399,262	
31.7%	83,075,...	

Used Past 30-days: Adults 18 or older



	who Attended 10+UFC (Ultimate Fighting) Events past 12mos	USA
Marijuana / Cannabis	16.0% 1,311,179	14.7% 38,601,407
Cigarettes	10.4% 502,199	9.7% 25,518,011
Vape	38.8% 436,114	5.5% 14,343,439

USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

UFC Watched UFC on Pay-Per View

2.5% or 6,640,962 of USA Adults 18 or older Watched UFC (Ultimate Fighting) Events on Pay-Per-View. Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View are 10.1% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 75.3% more likely to use Casinos past yr., 73.4% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 97.7% 6,486,545 | 88.7% 36

Avg. Monthly QSR Meals: 8.3 | 6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 81.1% 5,383,208 | 76.1% 199,395,8 18

Avg. Monthly Sit-Down Restaurant Meals: 4.8 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



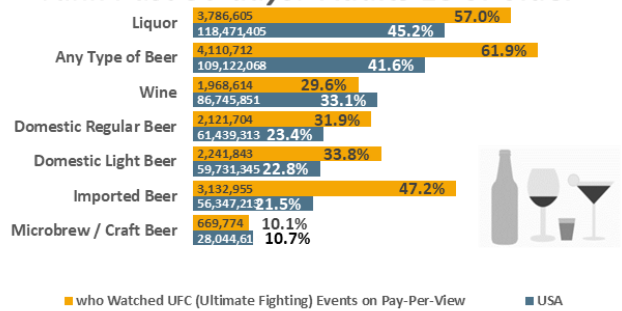
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Watched UFC (Ultimate Fighting) Events on Pay-... 1,942,560 29.3%

USA 17.4%

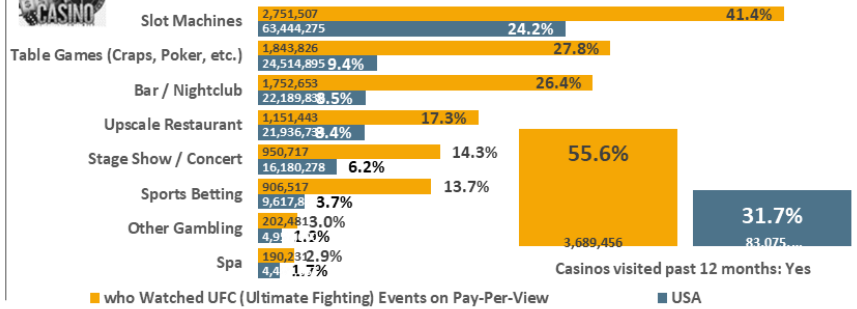
Drank Past 30-days: Adults 18 or older





Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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Special TV sports programs watched past 12 months: UFC Pay-Per-View

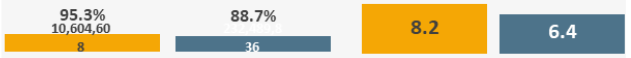
UFC Watched UFC on TV (Any)

4.2% or 11,130,728 of USA Adults 18 or older Watched UFC (Ultimate Fighting) on TV (Any).
Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) are 7.4% more likely to use QSRs past mo., 8.5% more likely to use Sit-Down Restaurants past mo., 69.3% more likely to use Casinos past yr., 91.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



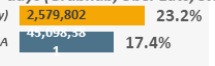
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

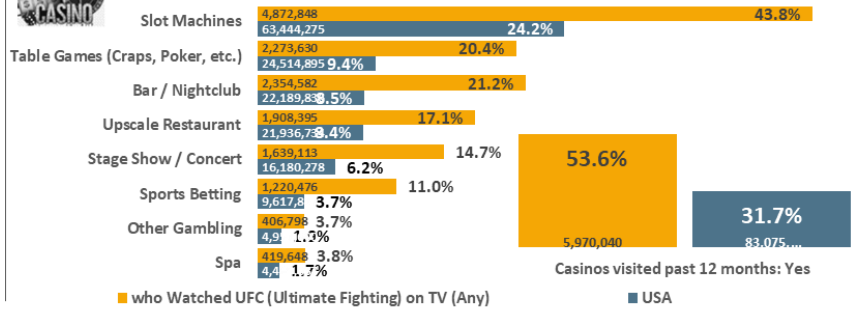


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

UFC Plan to Bet on UFC Fights

3.6% or 9,540,441 of USA Adults 18 or older Plan to Bet on UFC (Ultimate Fighting) Fights.
Adults 18 or older who Plan to Bet on UFC (Ultimate Fighting) Fights are .8% more likely to use QSRs past mo., 6.6% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 13.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:		Avg. Monthly QSR Meals:	
89.4%	88.7%		
8,527,969	232,489,8 36	7.0	6.4

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:		Avg. Monthly Sit-Down Restaurant Meals:	
81.1%	76.1%		
7,735,469	199,395,8 18	3.7	4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

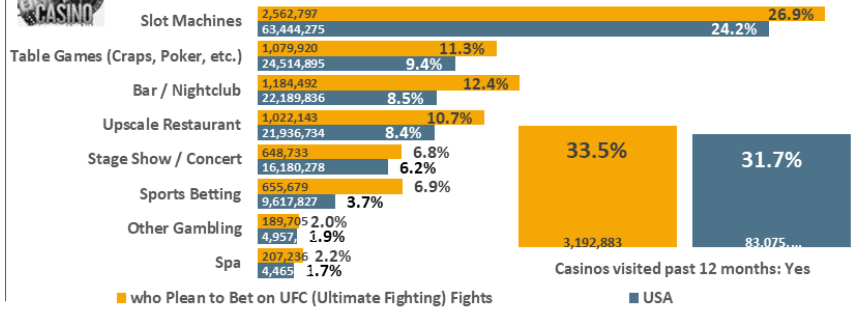
who Plean to Bet on UFC (Ultimate Fighting) Fights	2,180,573	22.9%
USA	[illegible]	17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

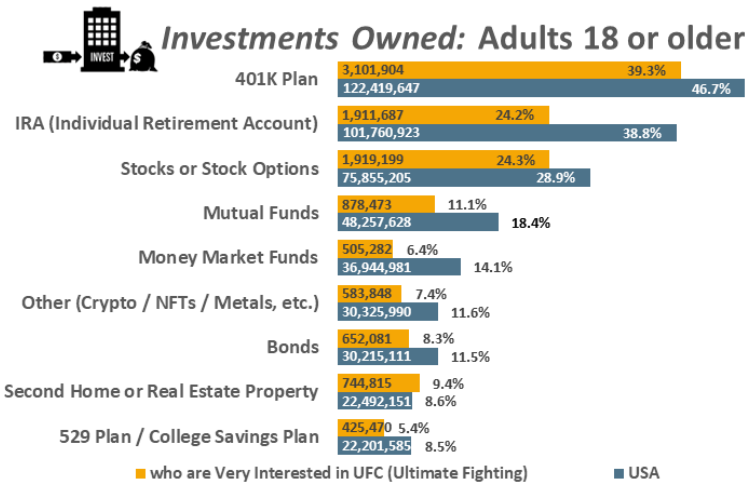
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

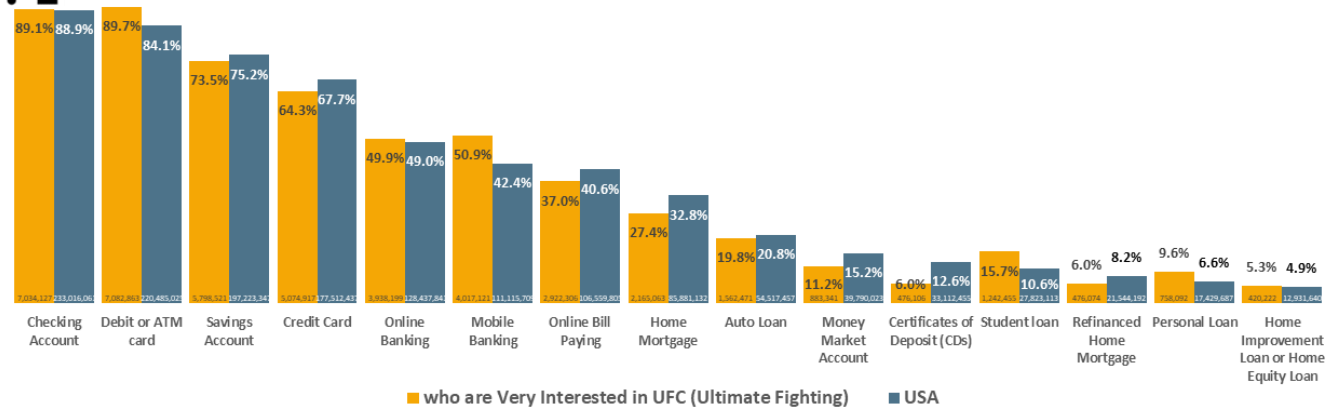
UFC Very Intererested in UFC

3.% or 7,892,619 of USA Adults 18 or older are Very Interested in UFC (Ultimate Fighting).
Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) are 15.8% less likely to have a 401K, 4.8% less likely to have an Auto Loan, 34.% more likely to Invest/Trade Stocks Online, 15.4% more likely to pay with their Debit Card.

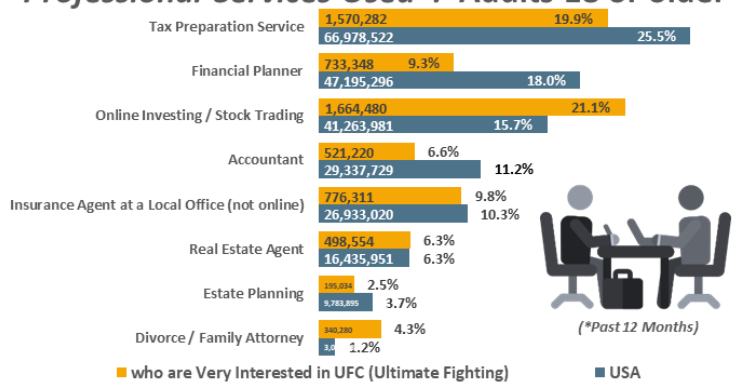
Investments Owned: Adults 18 or older



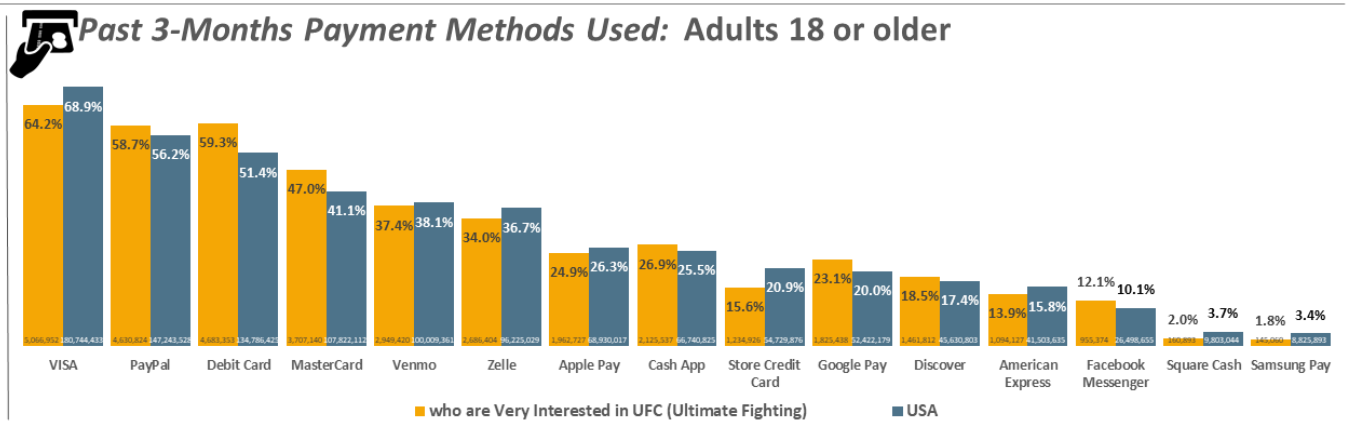
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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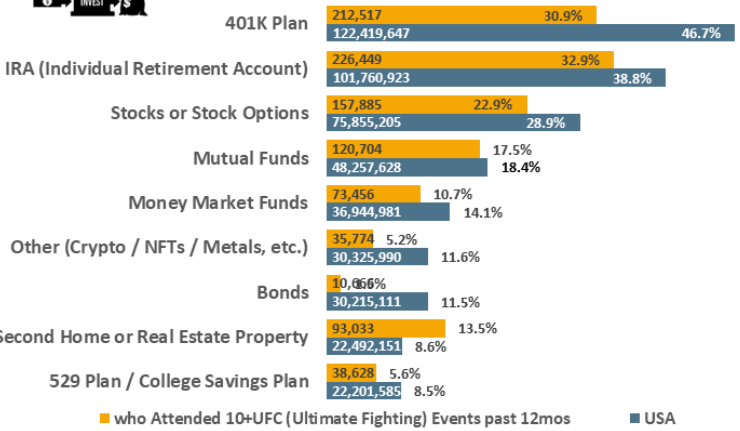
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Current level of interest in UFC (Ultimate Fighting): Very

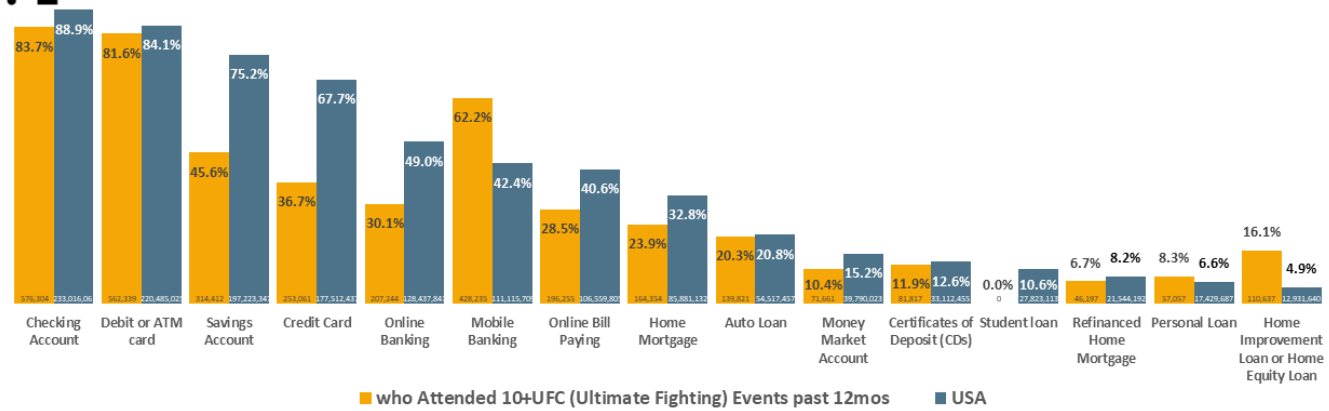
UFC Attended 10+ UFC Events past 12mos

.3% or 688,760 of USA Adults 18 or older Attended 10+UFC (Ultimate Fighting) Events past 12mos.
Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos are 33.9% less likely to have a 401K, 2.4% less likely to have an Auto Loan, 91.9% less likely to Invest/Trade Stocks Online, 25.9% less likely to pay with their Debit Card.

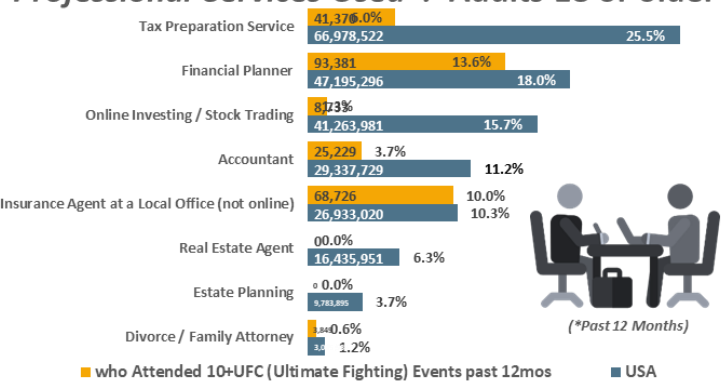
Investments Owned: Adults 18 or older



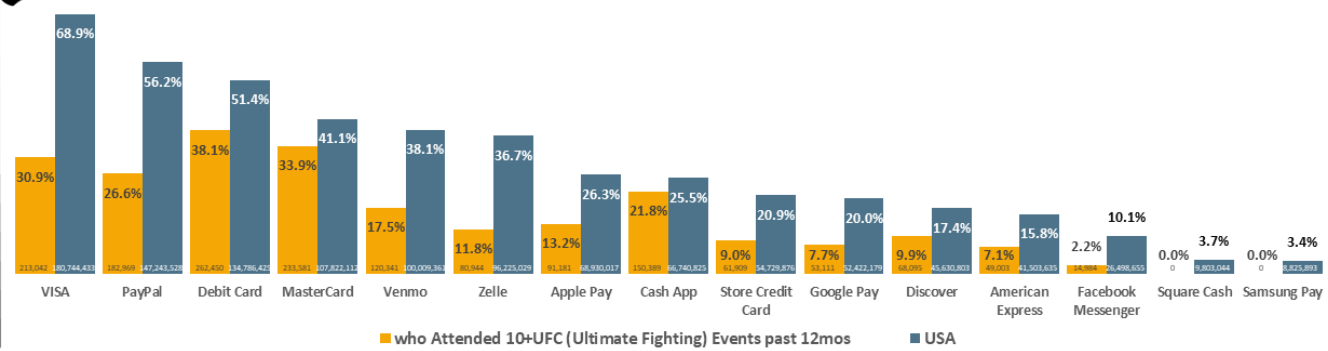
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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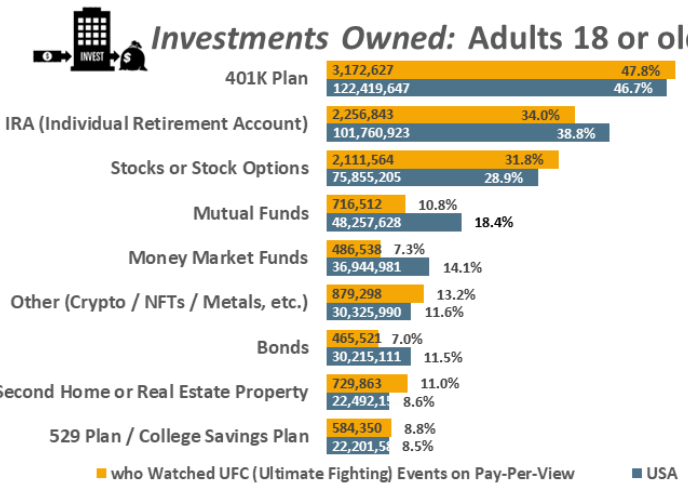
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

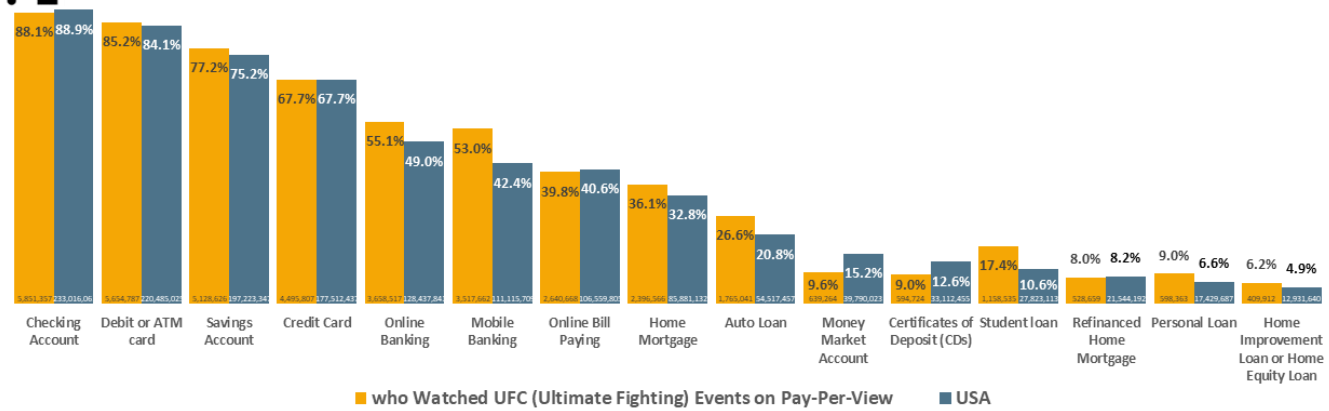
UFC Watched UFC on Pay-Per View

2.5% or 6,640,962 of USA Adults 18 or older Watched UFC (Ultimate Fighting) Events on Pay-Per-View. Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View are 2.3% more likely to have a 401K, 27.8% more likely to have an Auto Loan, 47.7% more likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.

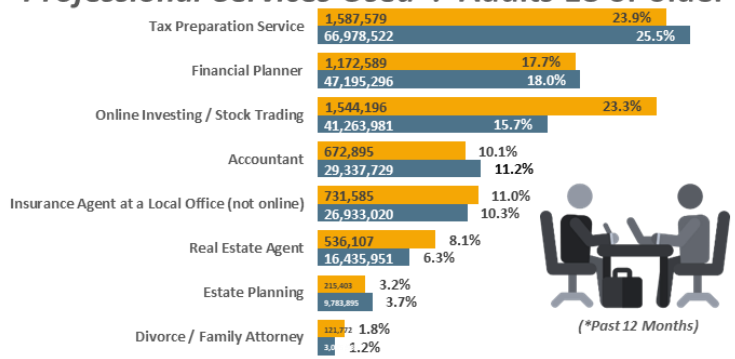
Investments Owned: Adults 18 or older



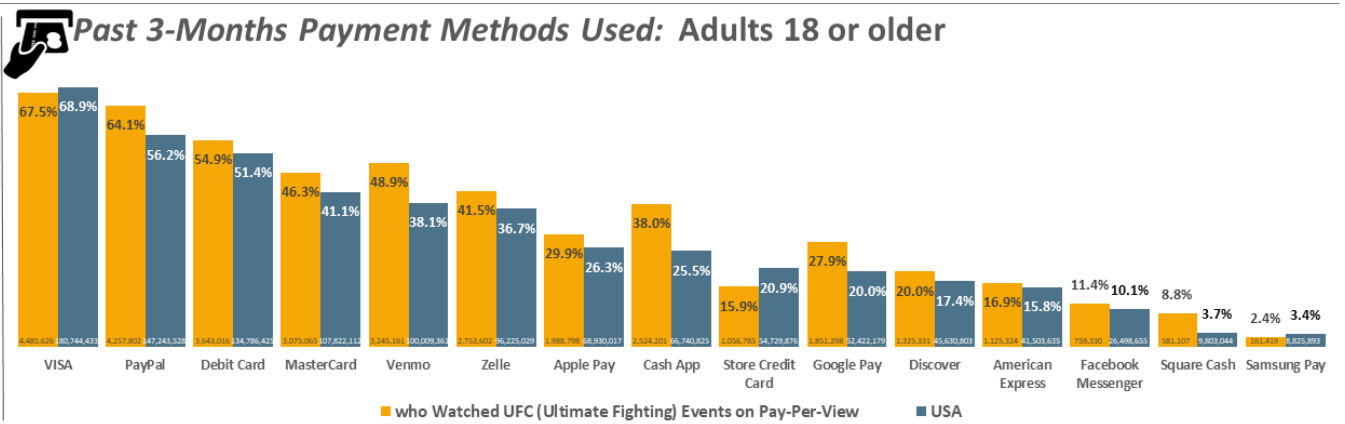
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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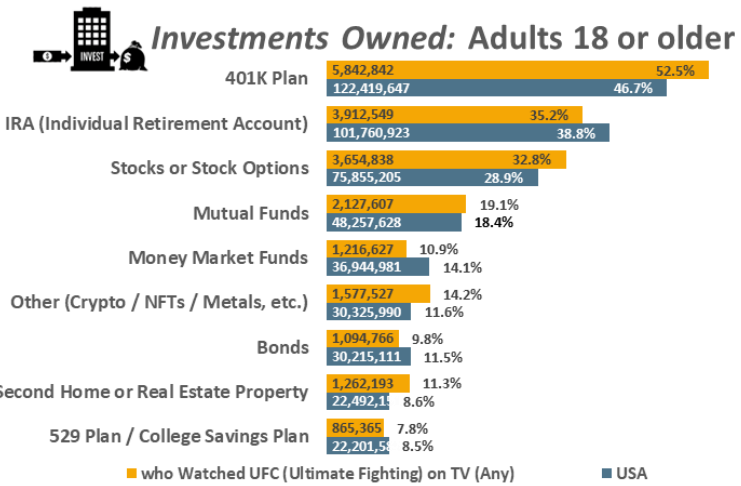
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Special TV sports programs watched past 12 months: UFC Pay-Per-View

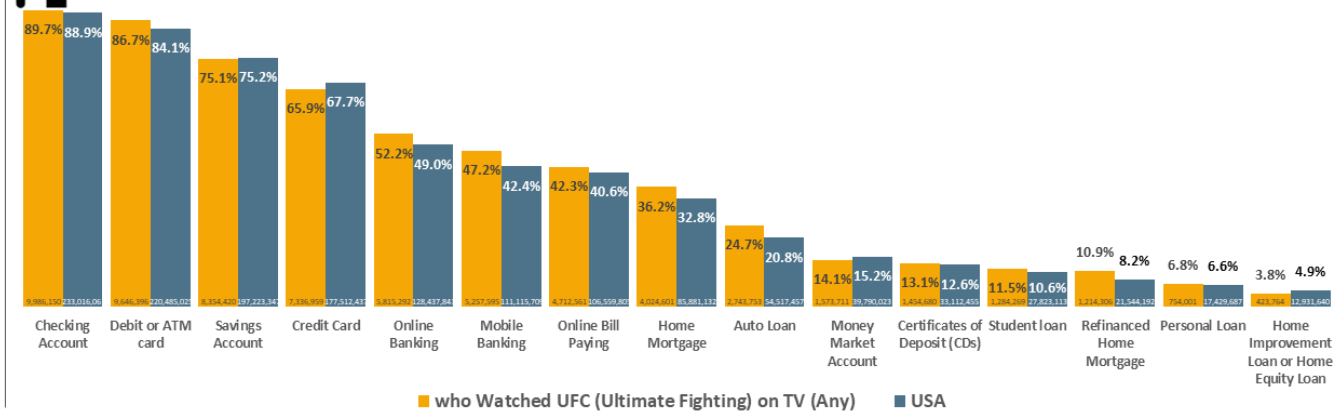
UFC Watched UFC on TV (Any)

4.2% or 11,130,728 of USA Adults 18 or older Watched UFC (Ultimate Fighting) on TV (Any).
Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) are 12.4% more likely to have a 401K, 18.5% more likely to have an Auto Loan, 25.1% more likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.

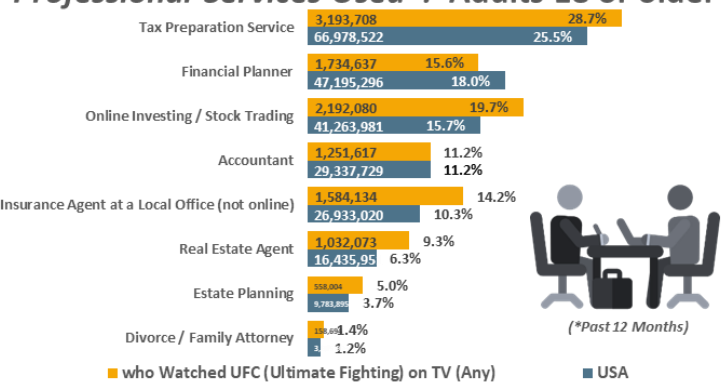
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

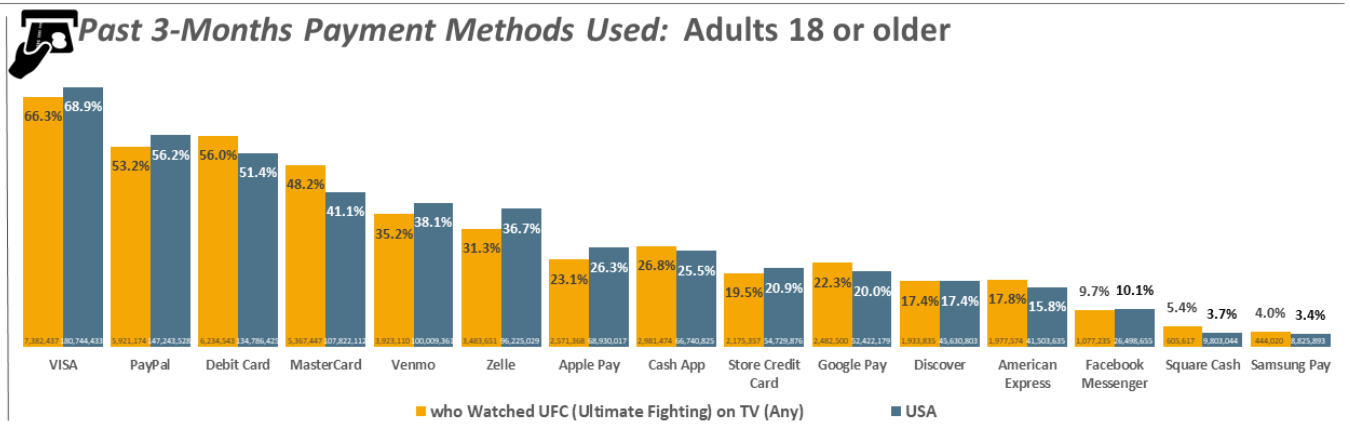


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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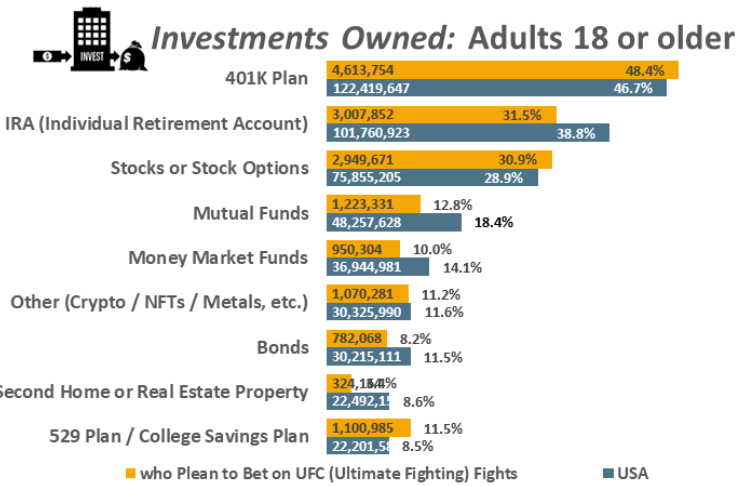
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

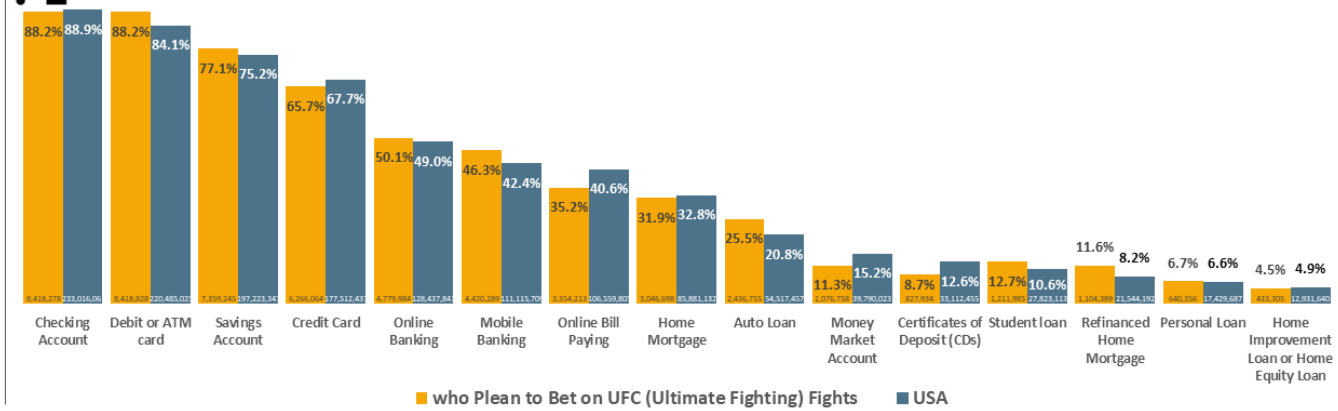
UFC Plan to Bet on UFC Fights

3.6% or 9,540,441 of USA Adults 18 or older Plean to Bet on UFC (Ultimate Fighting) Fights.
Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights are 3.6% more likely to have a 401K, 22.8% more likely to have an Auto Loan, 36.5% more likely to Invest/Trade Stocks Online, 14.1% more likely to pay with their Debit Card.

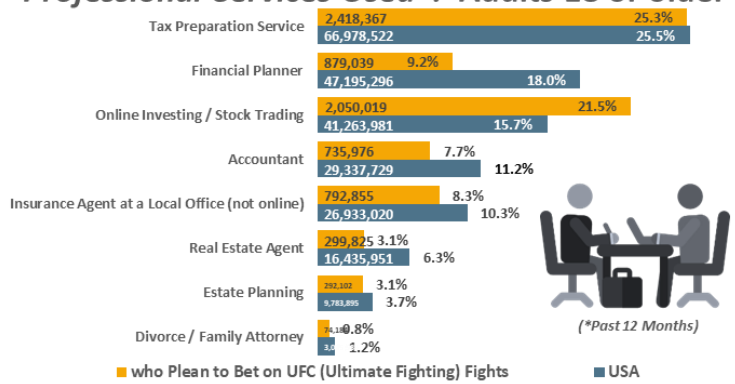
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

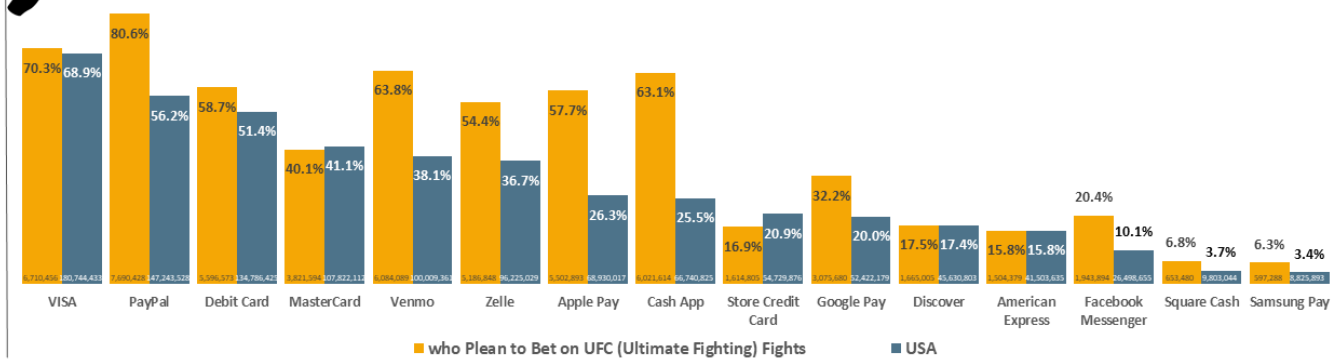


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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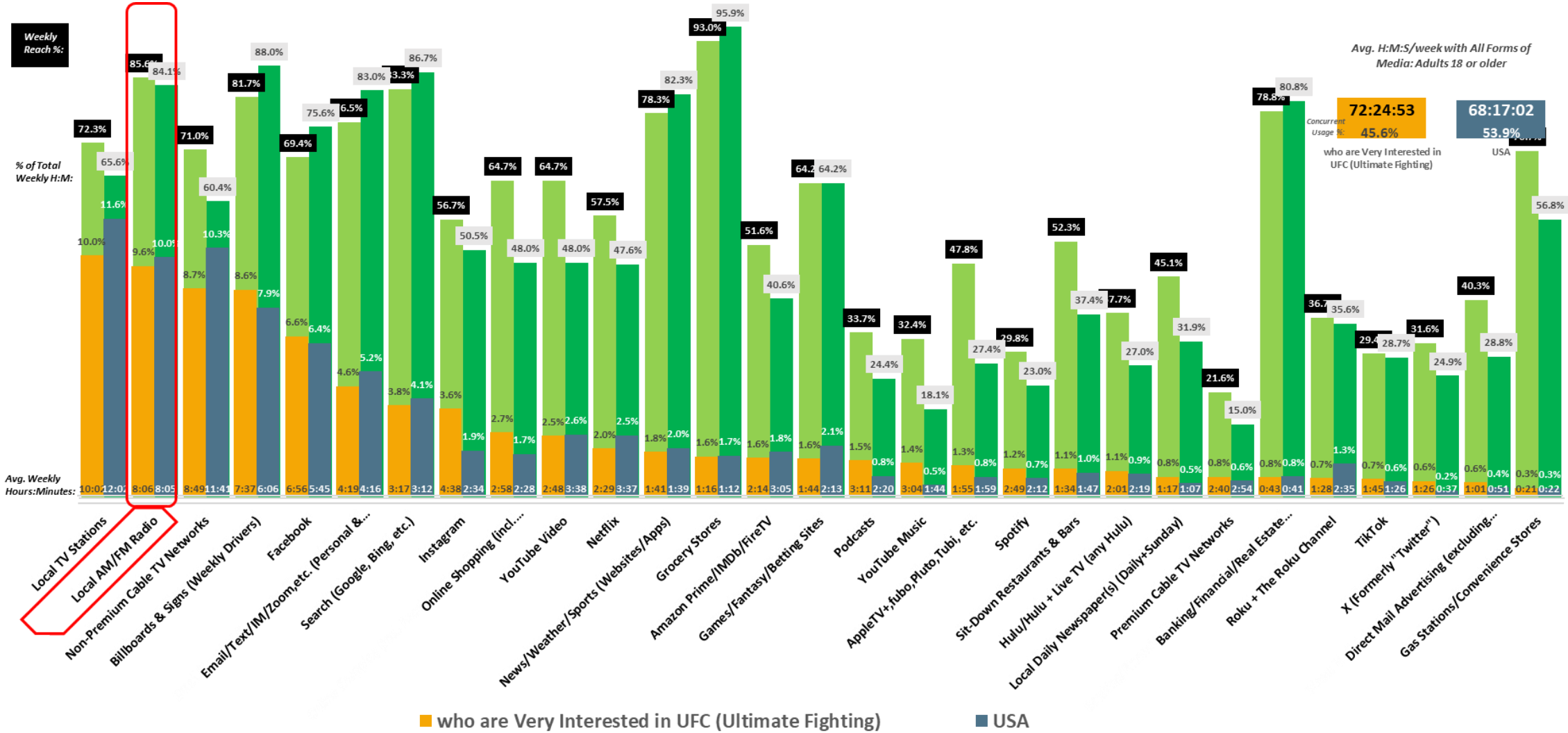
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

UFC Very Intereresterd in UFC

Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) spend an average of 3 days, 0 hours, 24 minutes and 53 seconds each week with All Forms of Media.

85.6% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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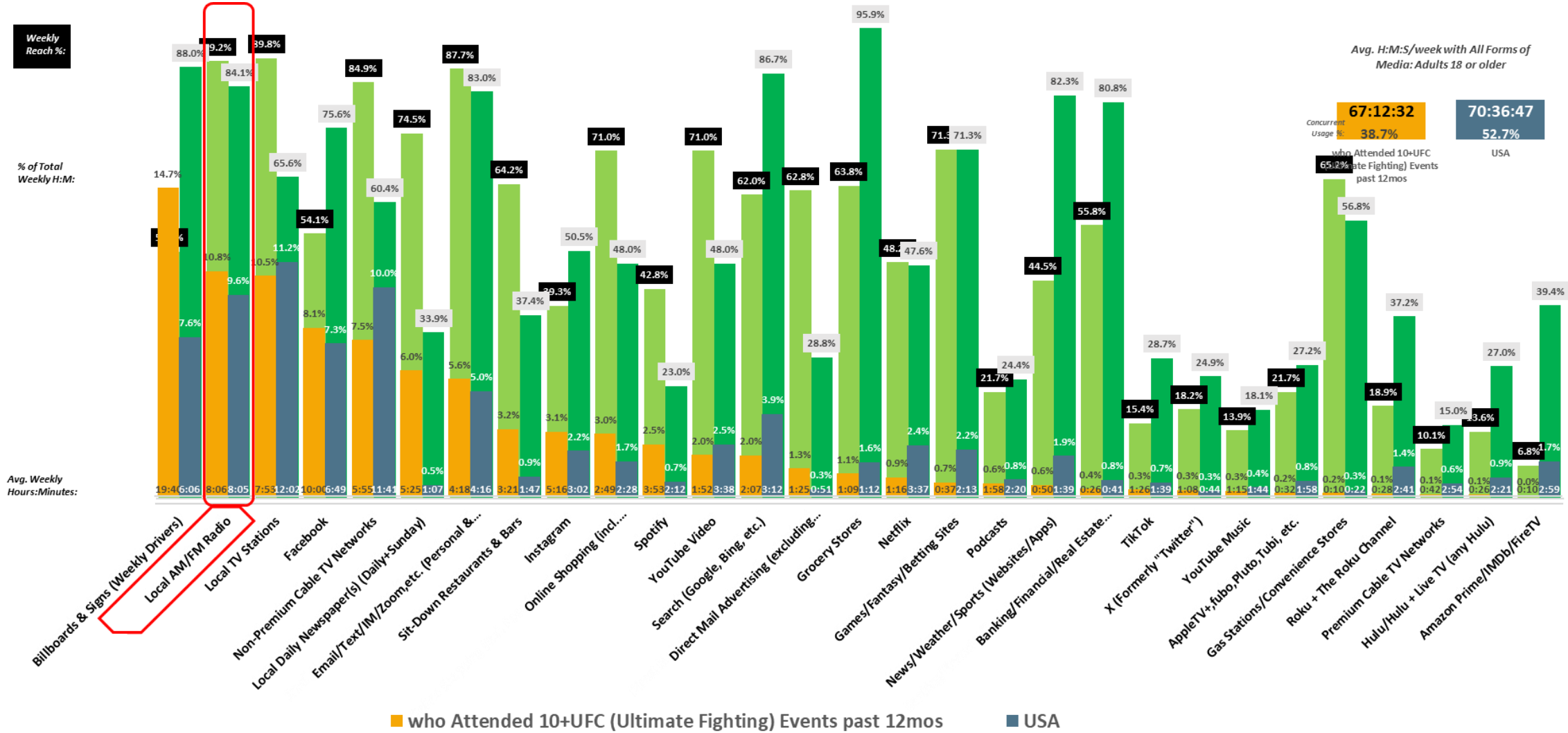
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Current level of interest in UFC (Ultimate Fighting): Very

UFC Attended 10+ UFC Events past 12mos

Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos spend an average of 2 days, 19 hours, 12 minutes and 32 seconds each week with All Forms of Media.

89.2% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos spend an avg. of 8 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



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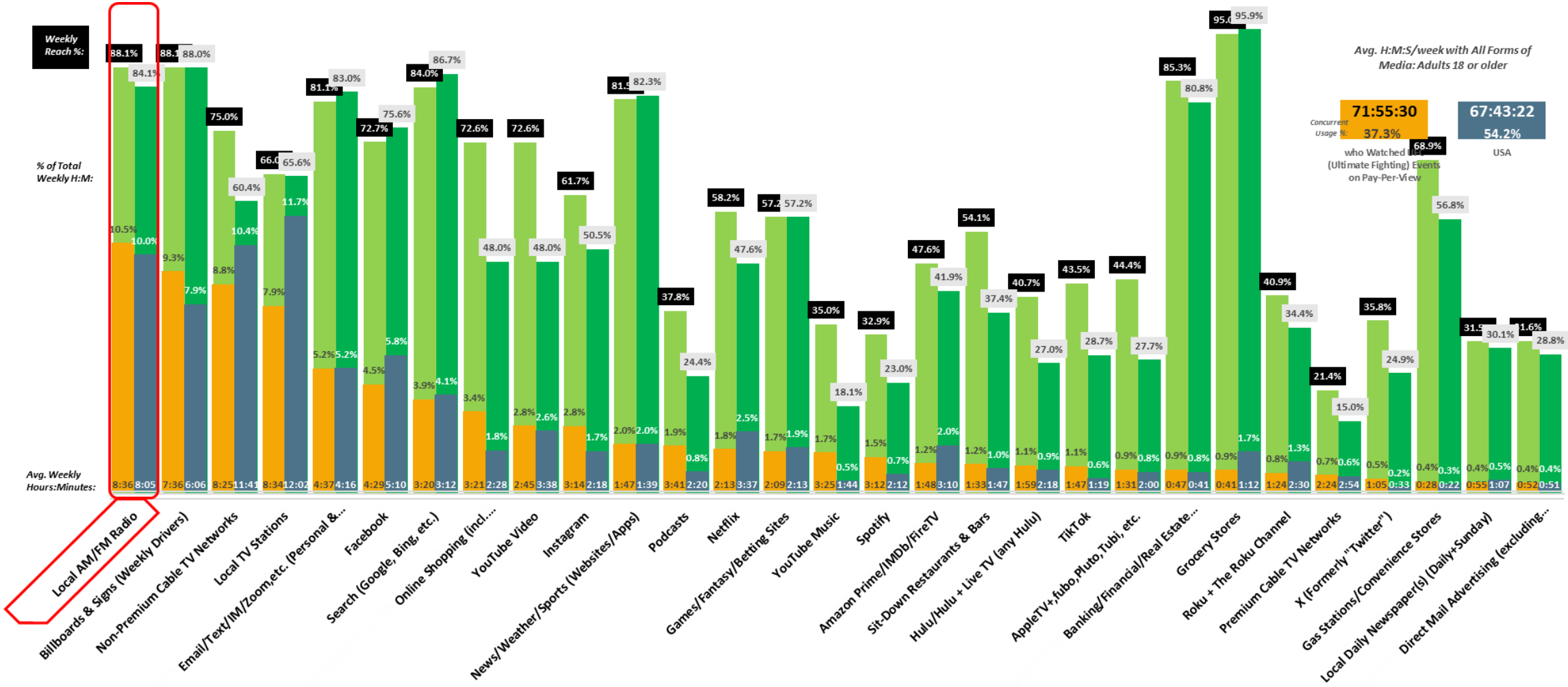
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

Watched UFC on Pay-Per View

Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View spend an average of 2 days, 23 hours, 55 minutes and 30 seconds each week with All Forms of Media.

88.1% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View spend an avg. of 8 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



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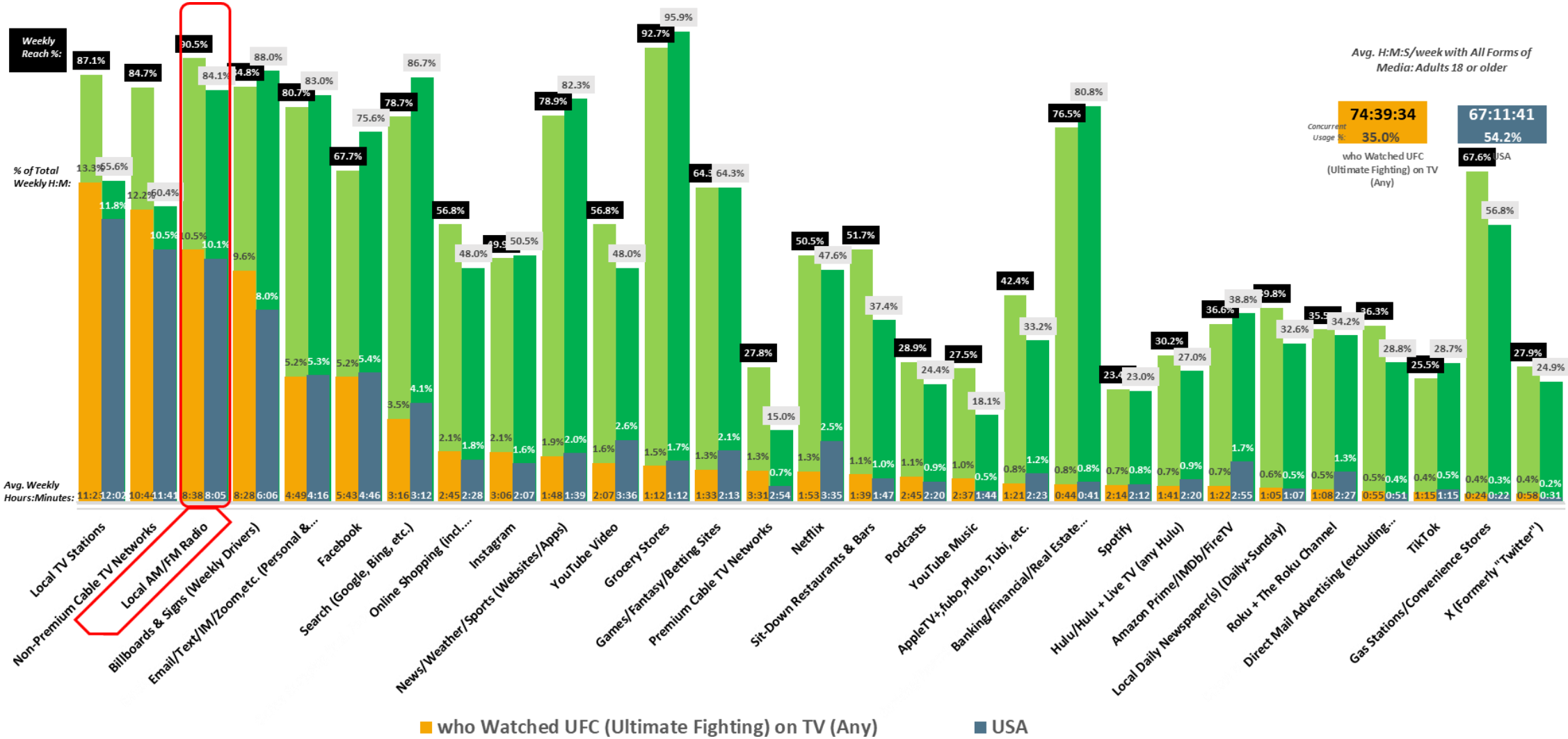
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

Watched UFC on TV (Any)

Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) spend an average of 3 days, 2 hours, 39 minutes and 34 seconds each week with All Forms of Media.

90.5% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 10.5% of total time spent with all forms of Media.



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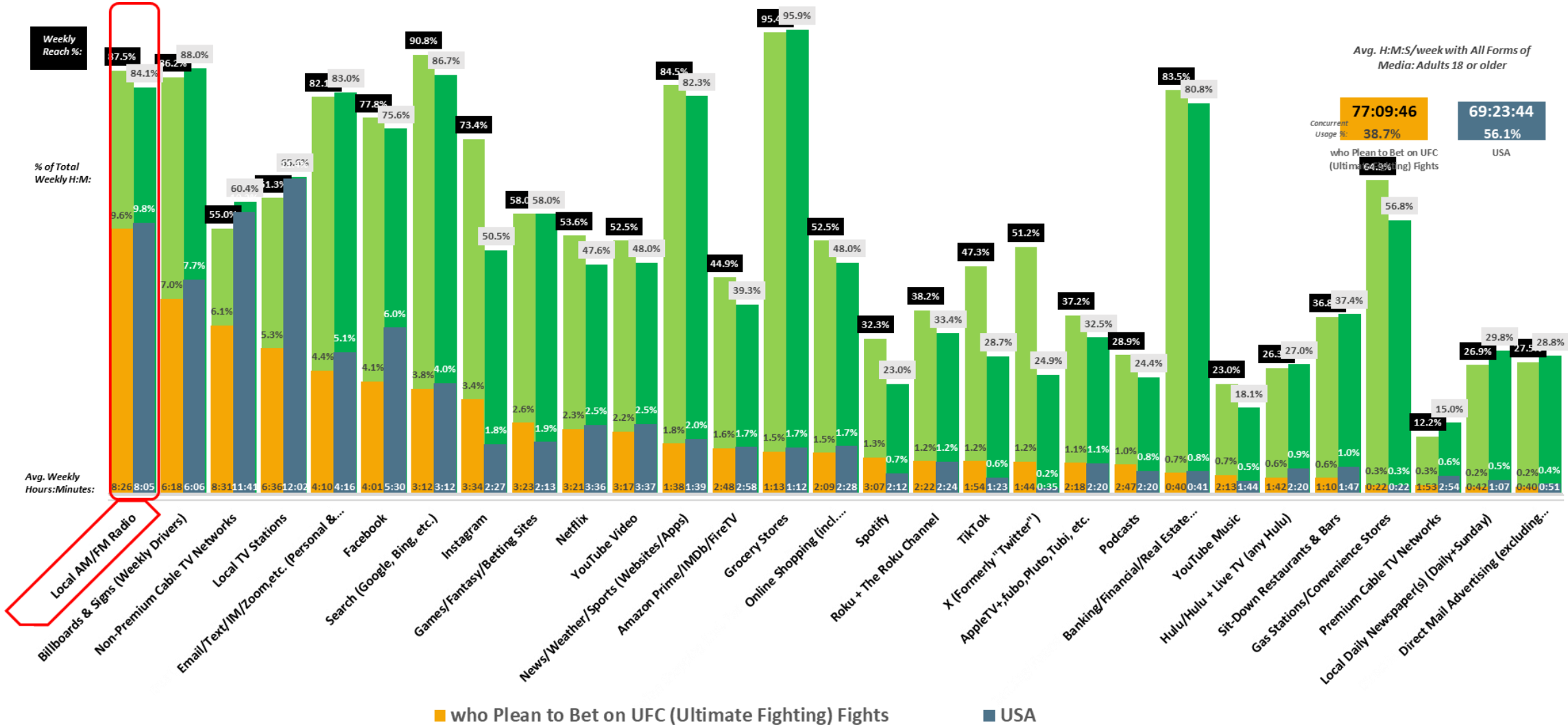
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

Plan to Bet on UFC Fights

Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights spend an average of 3 days, 5 hours, 9 minutes and 46 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights spend an avg. of 8 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



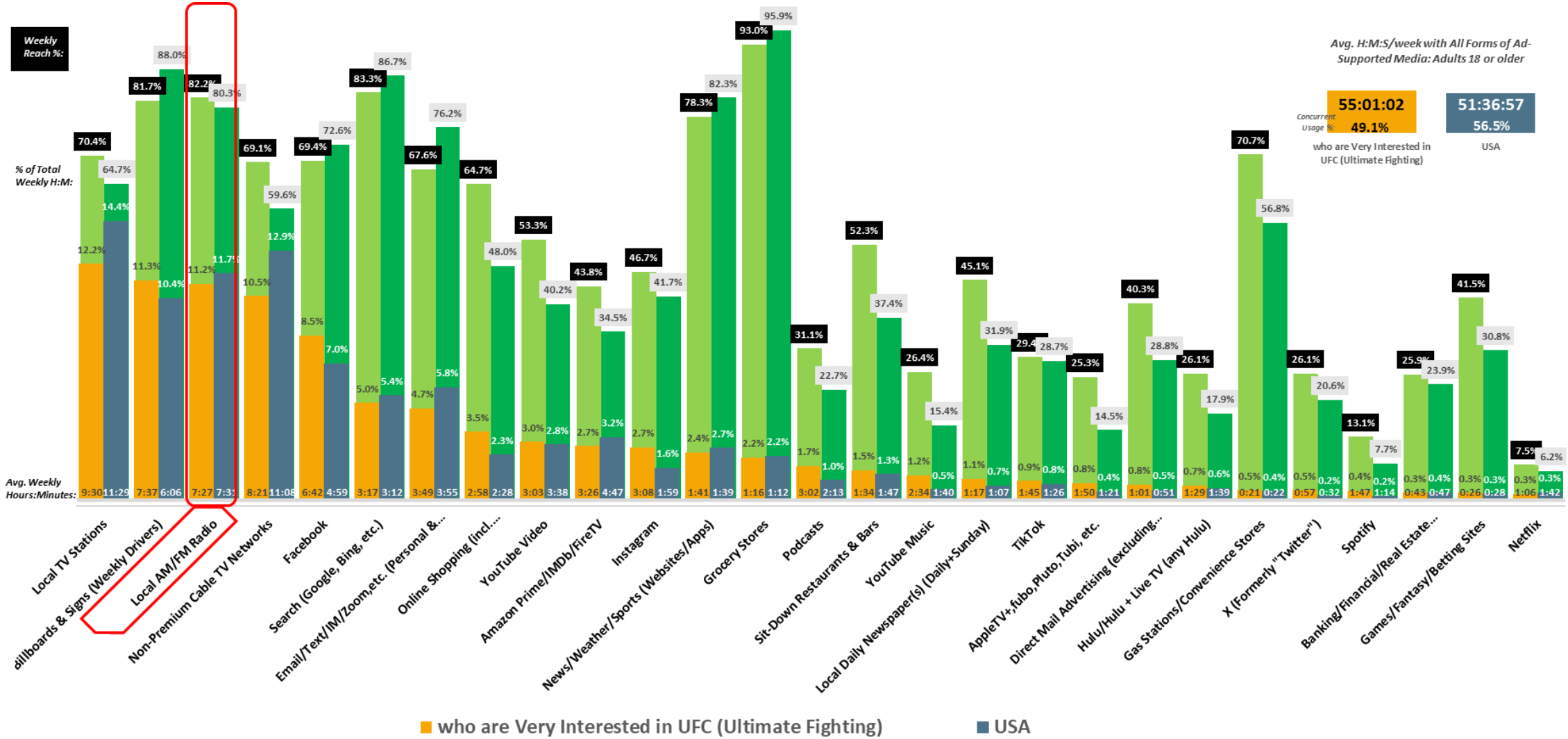
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UFC Very Intererested in UFC

Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) spend an average of 2 days, 7 hours, 1 minutes and 2 seconds each week with All Forms of Ad-Supported Media.

82.2% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.



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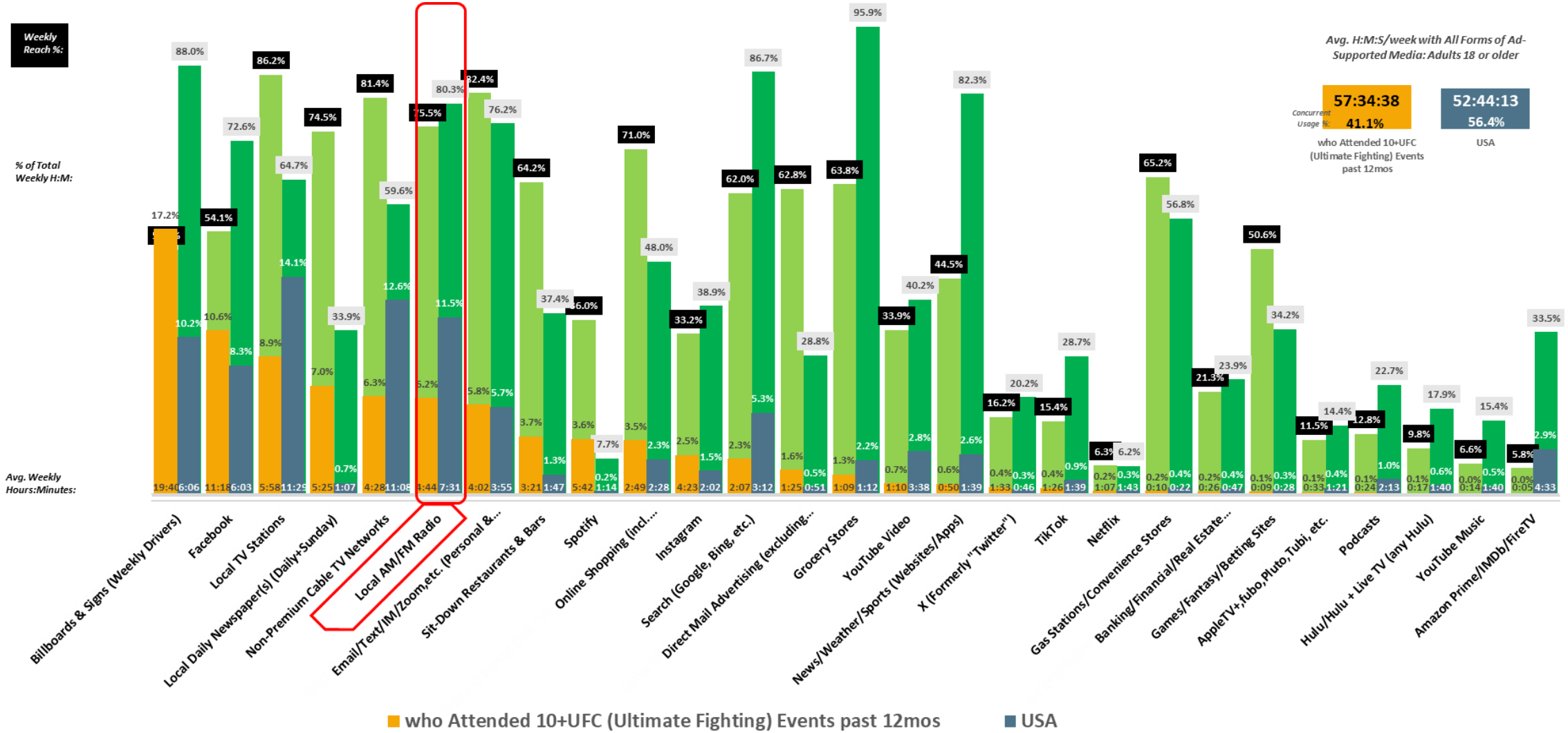
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UFC Attended 10+ UFC Events past 12mos

Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos spend an average of 2 days, 9 hours, 34 minutes and 38 seconds each week with All Forms of Ad-Supported Media.

75.5% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos spend an avg. of 4 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.2% of total time spent with all forms of Ad-Supported Media



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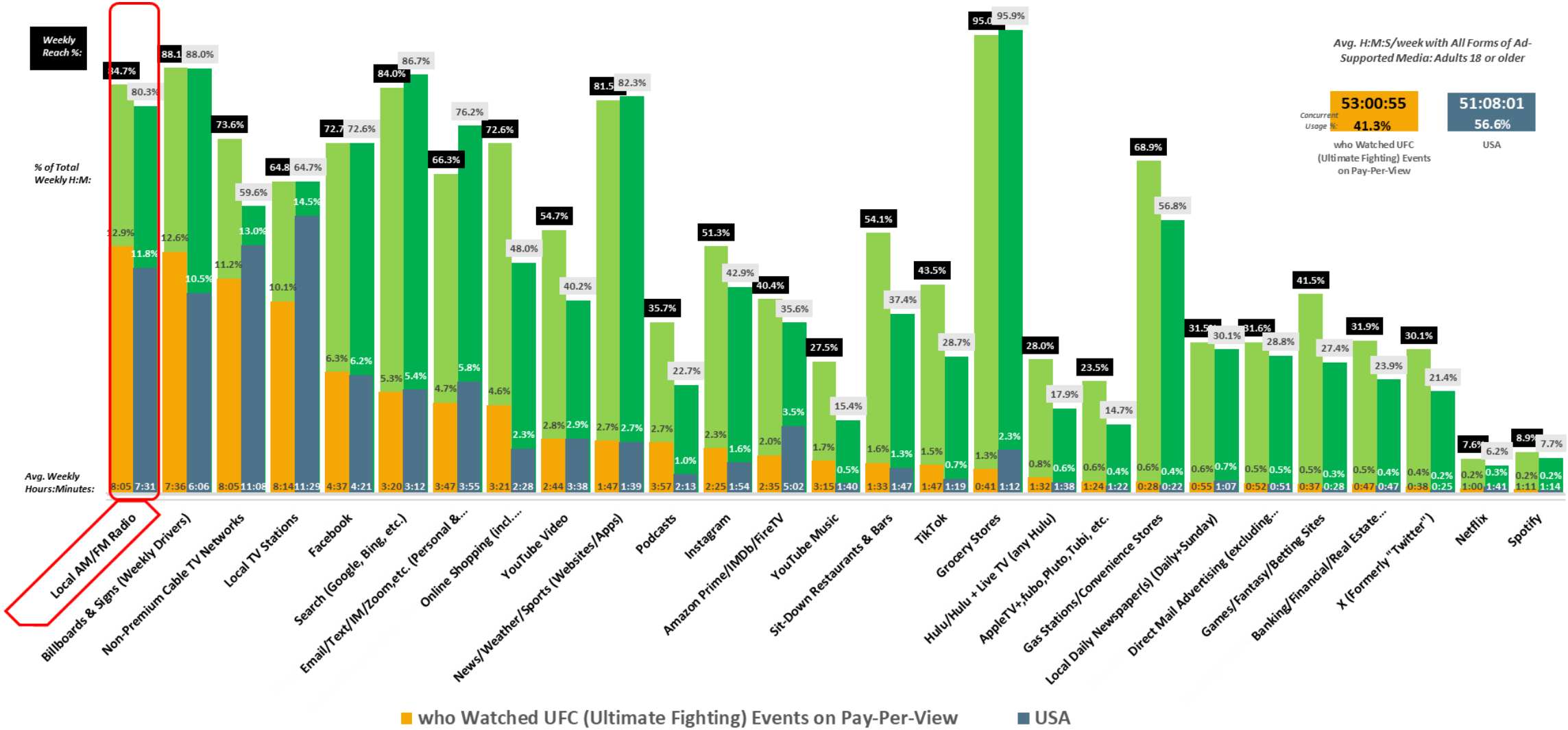
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

Watched UFC on Pay-Per View

Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View spend an average of 2 days, 5 hours, 0 minutes and 55 seconds each week with All Forms of Ad-Supported Media.

84.7% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View spend an avg. of 8 hours and 5 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Medi



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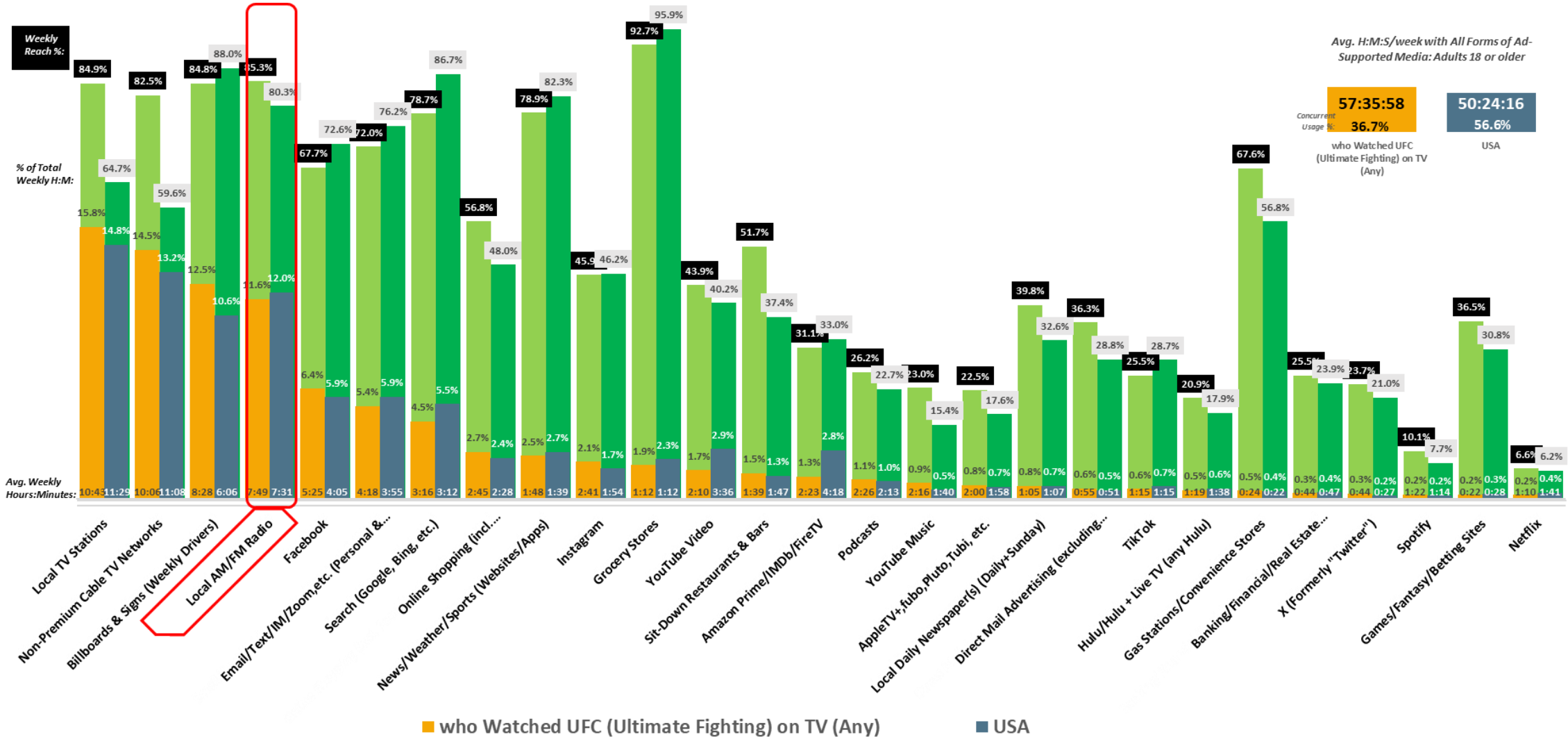
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

UFC Watched UFC on TV (Any)

Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) spend an average of 2 days, 9 hours, 35 minutes and 58 seconds each week with All Forms of Ad-Supported Media.

85.3% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.6% of total time spent with all forms of Ad-Supported Media.



who Watched UFC (Ultimate Fighting) on TV (Any) ■ USA

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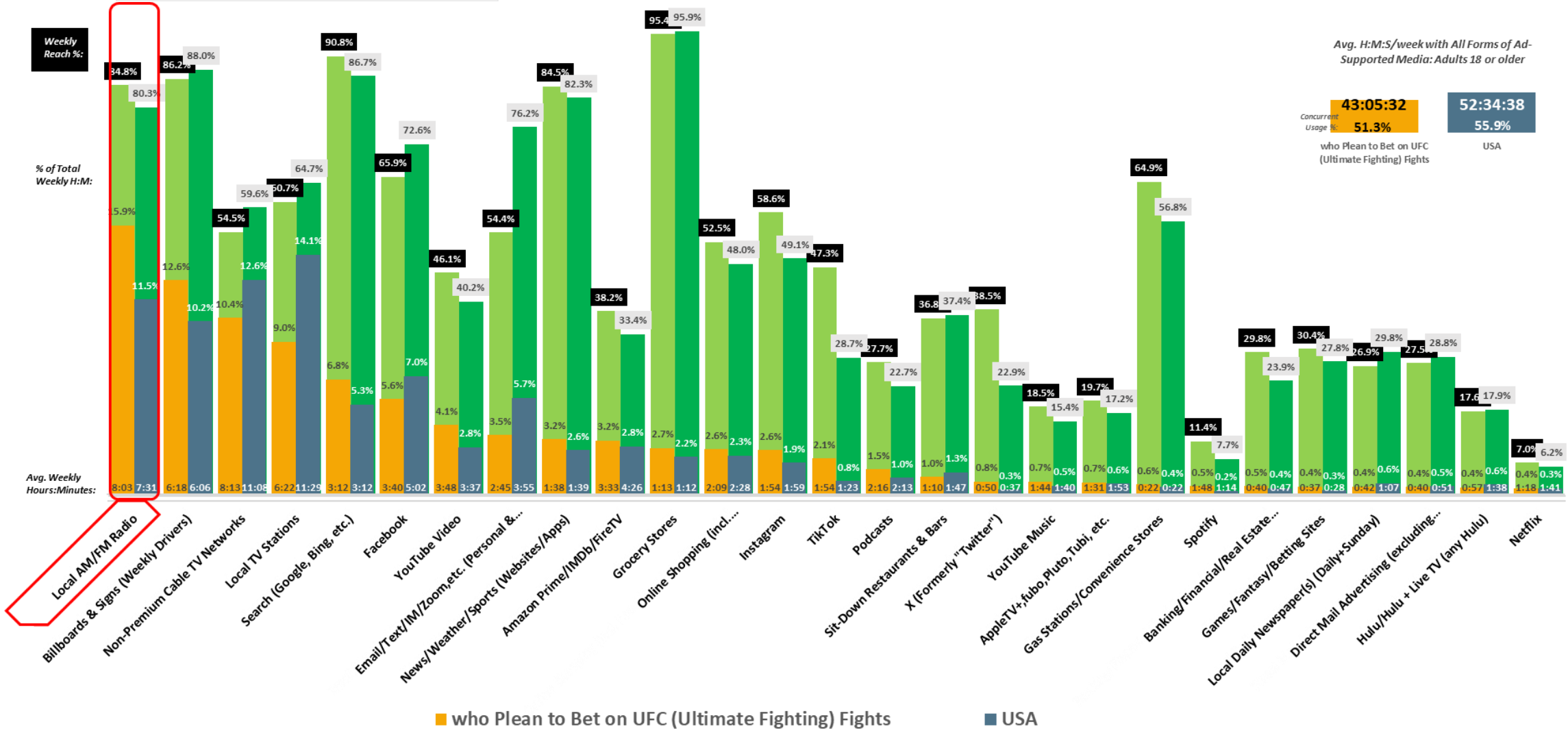
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

Plan to Bet on UFC Fights

Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights spend an average of 1 days, 19 hours, 5 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

84.8% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights spend an avg. of 8 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.9% of total time spent with all forms of Ad-Supported Media.



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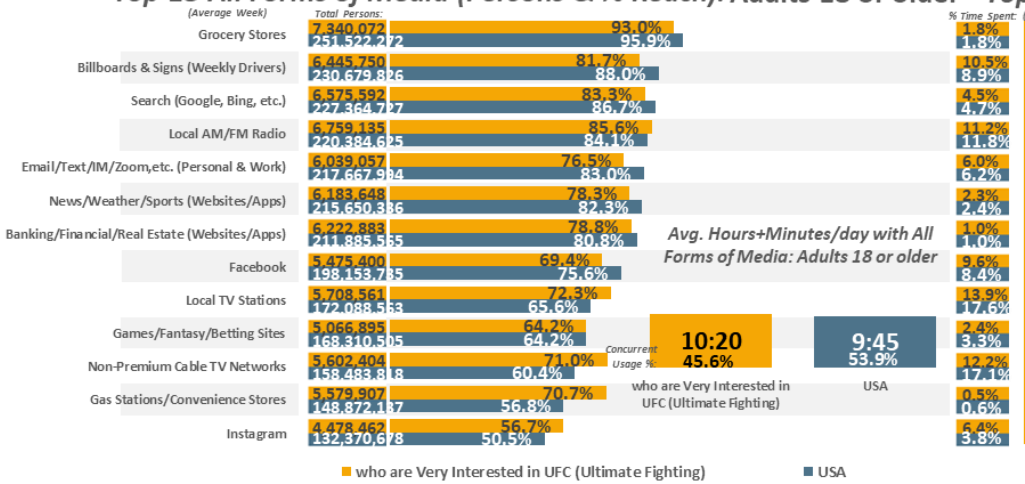
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

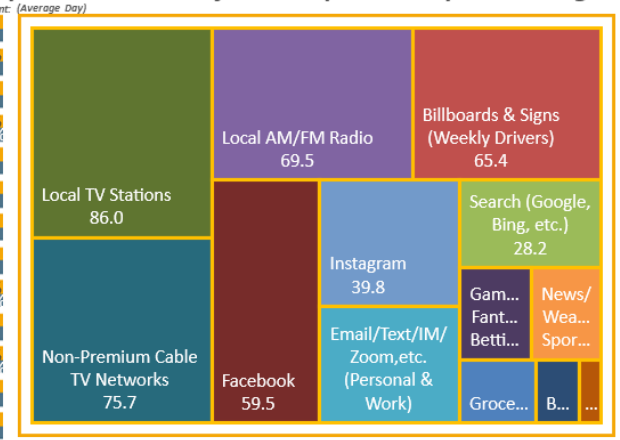
UFC Very Intererested in UFC

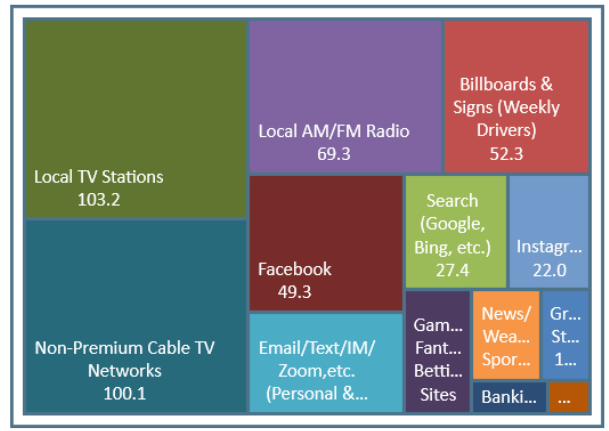
Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) spend an average of 7 hours and 51 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 64. minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

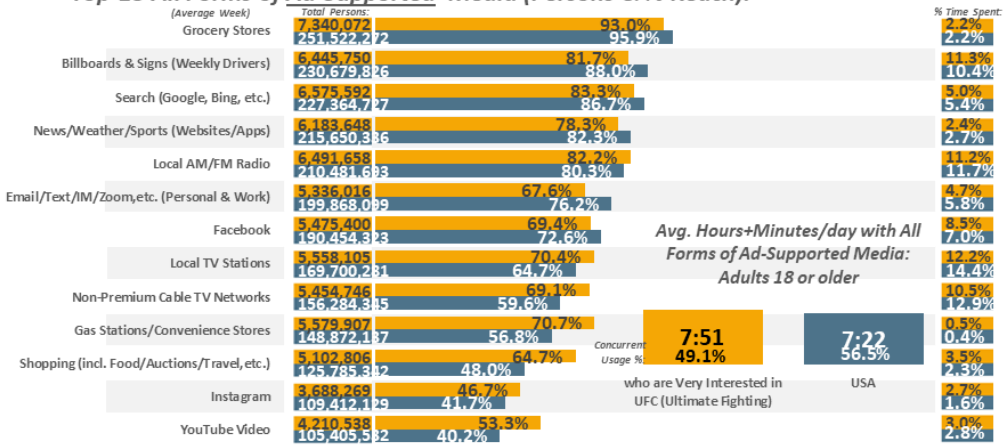


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

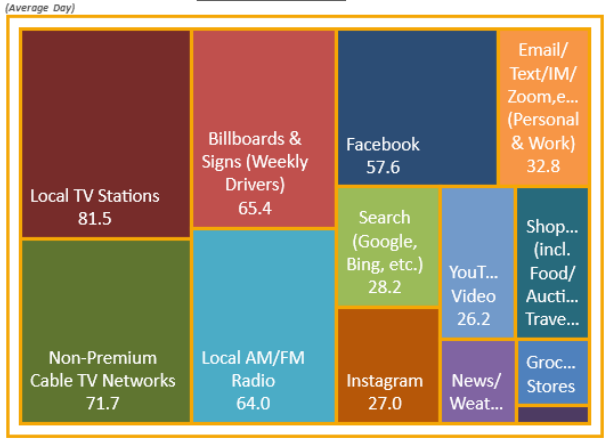


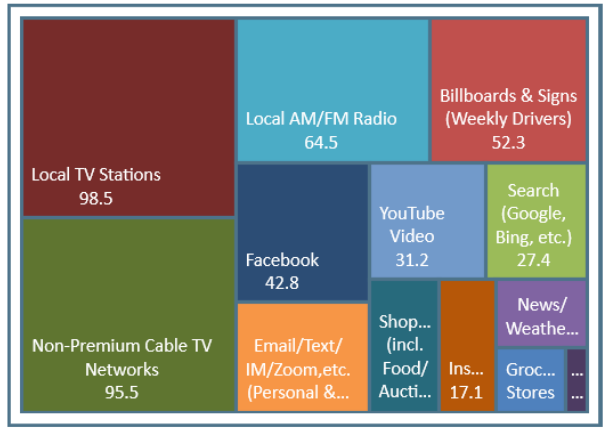


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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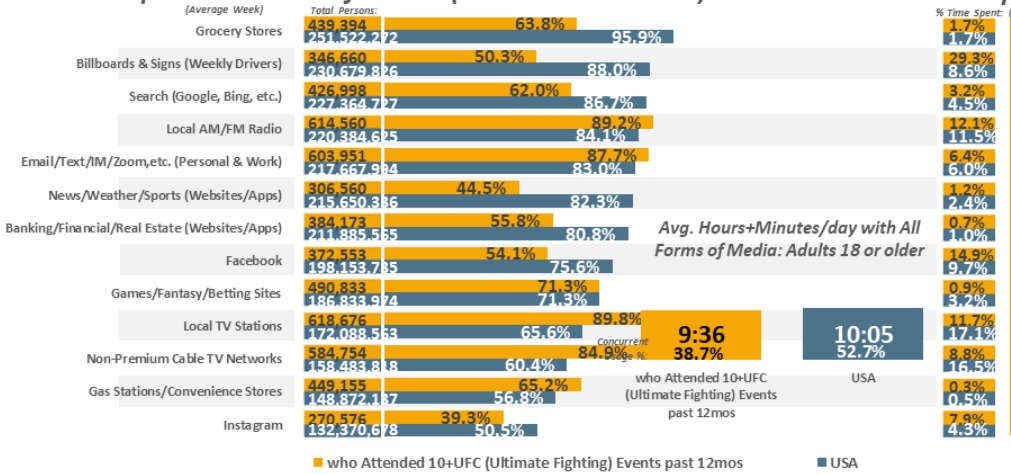
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Current level of interest in UFC (Ultimate Fighting): Very

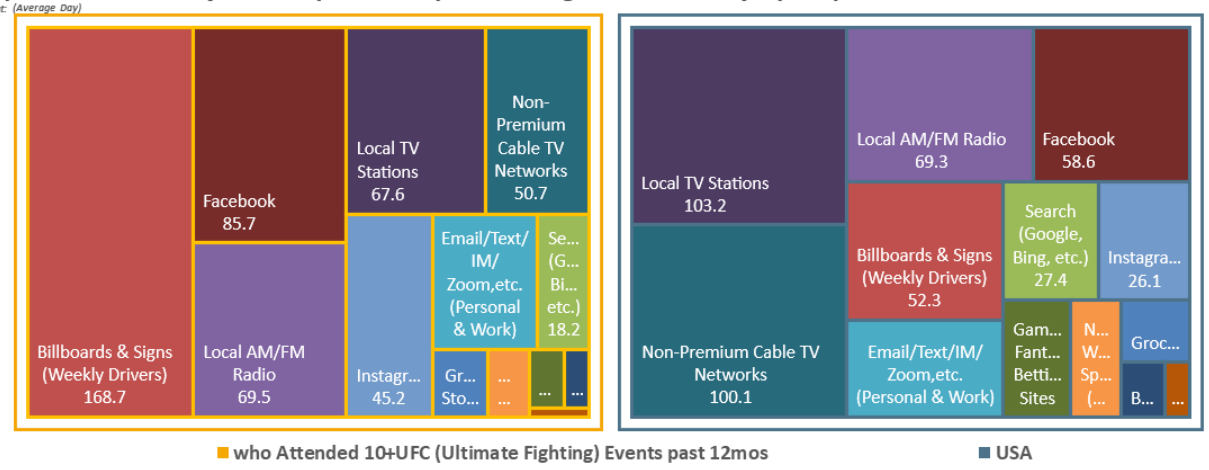
Attended 10+ UFC Events past 12mos

Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 40.7 minutes/day. *(Local Radio delivers 6.2% of Time with Ad-Supported Media.)*

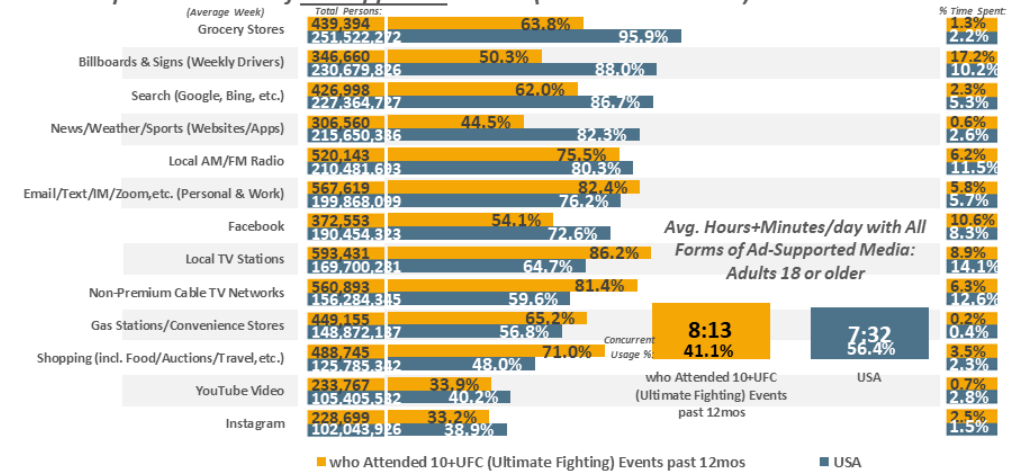
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



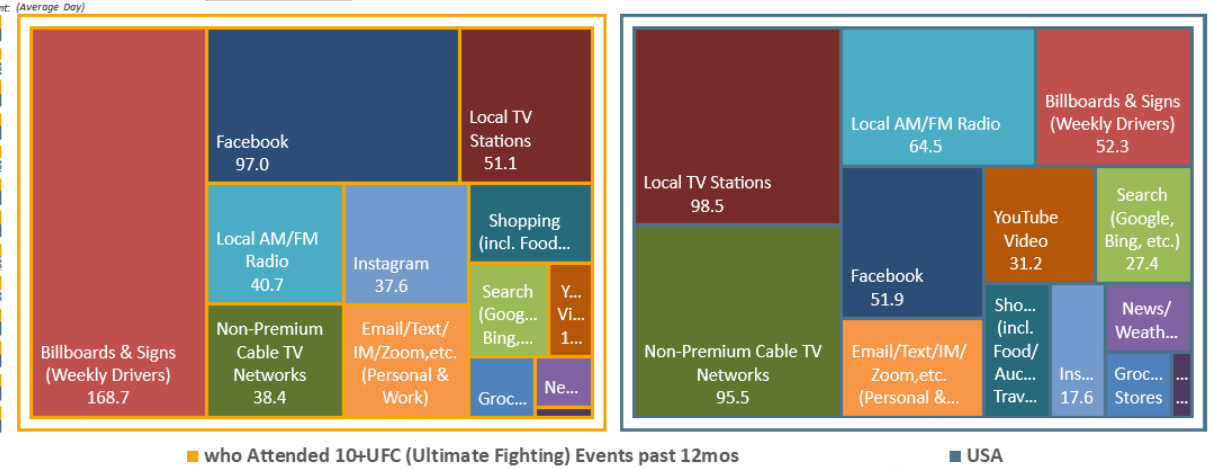
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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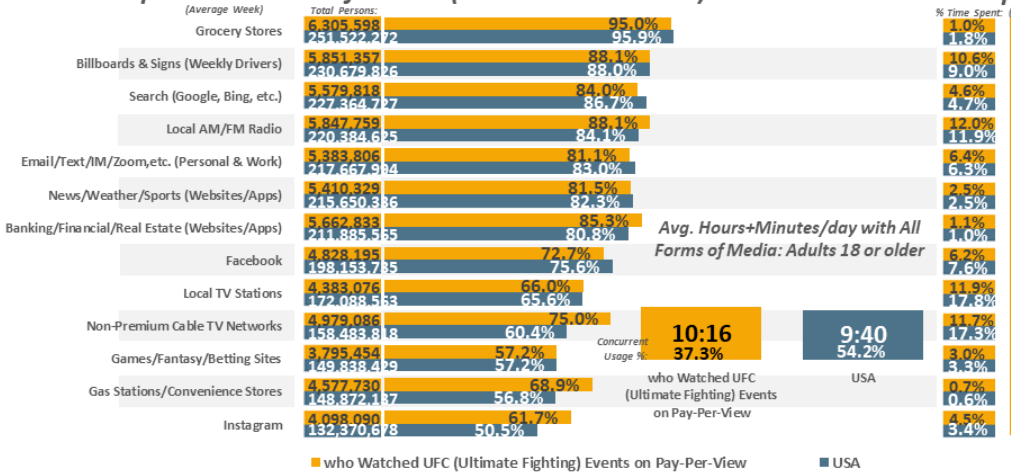
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

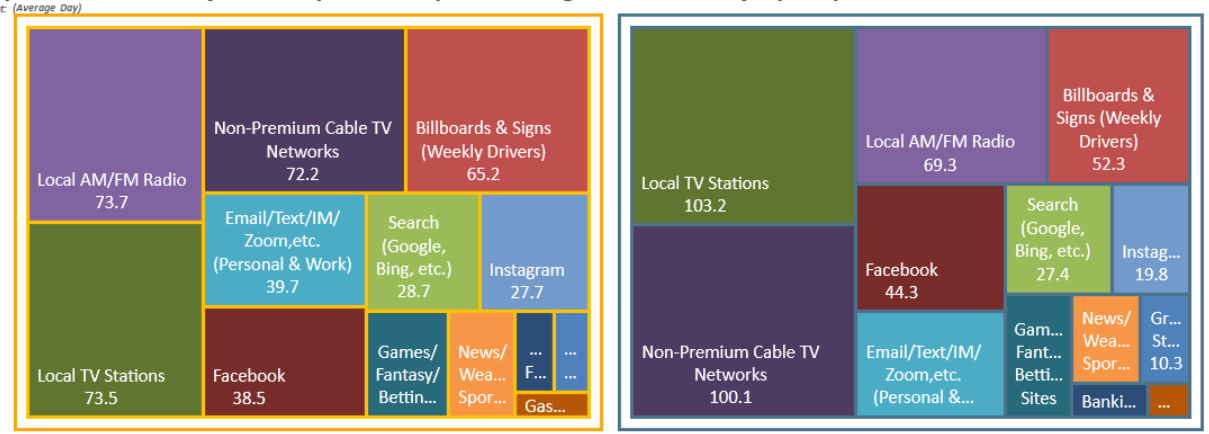
Watched UFC on Pay-Per View

Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 69.4 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

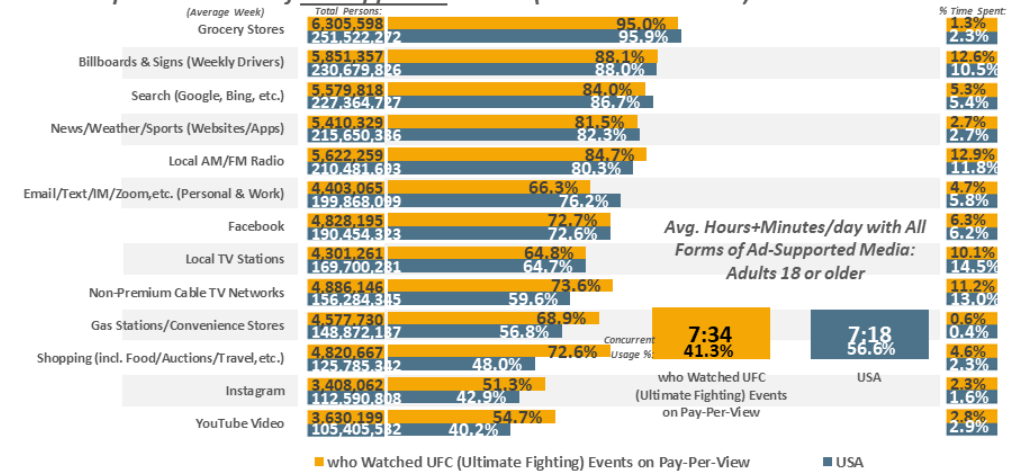
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



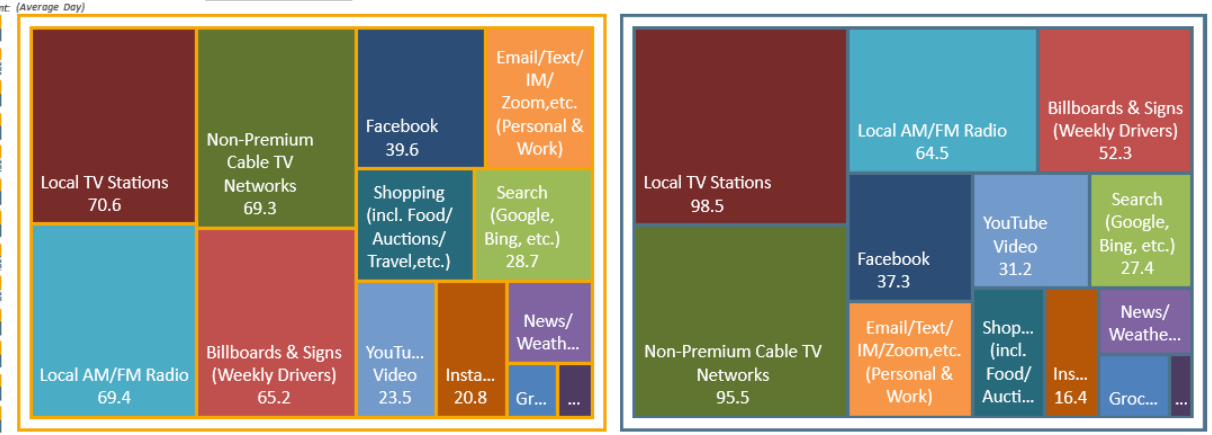
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

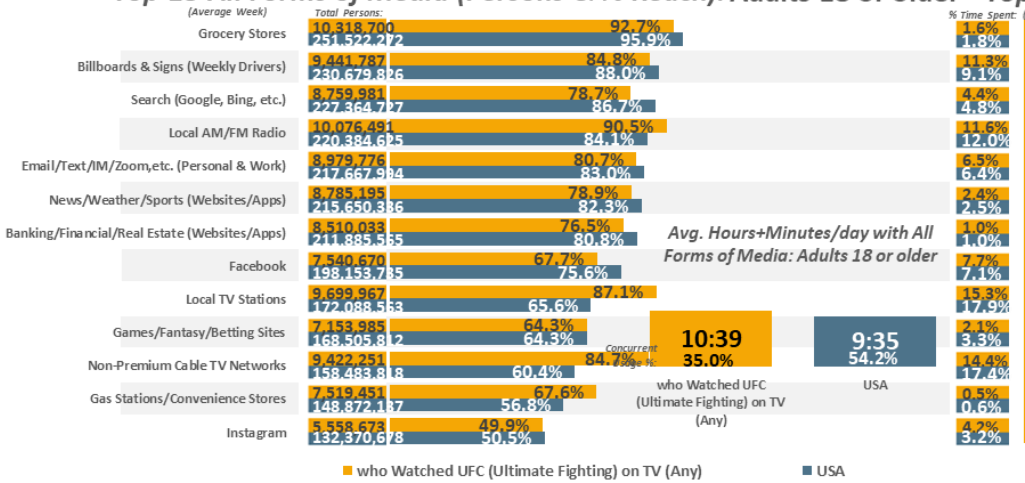
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

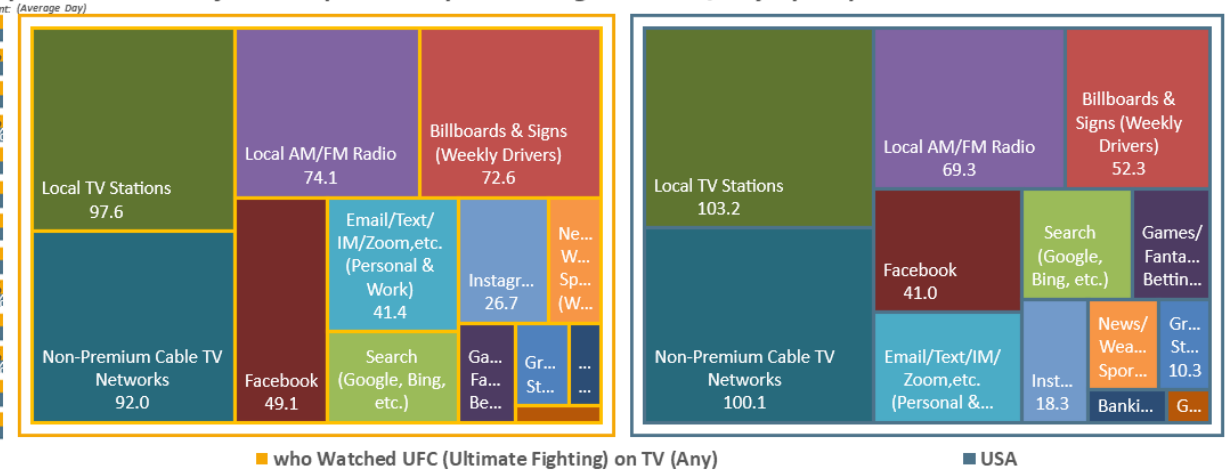
Watched UFC on TV (Any)

Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) spend an average of 8 hours and 13 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 67. minutes/day. *(Local Radio delivers 11.6% of Time with Ad-Supported Media.)*

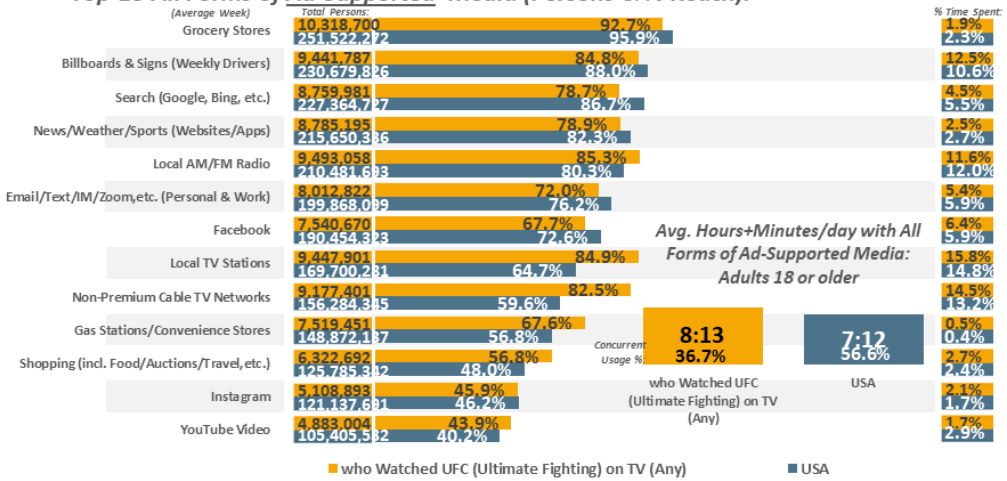
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



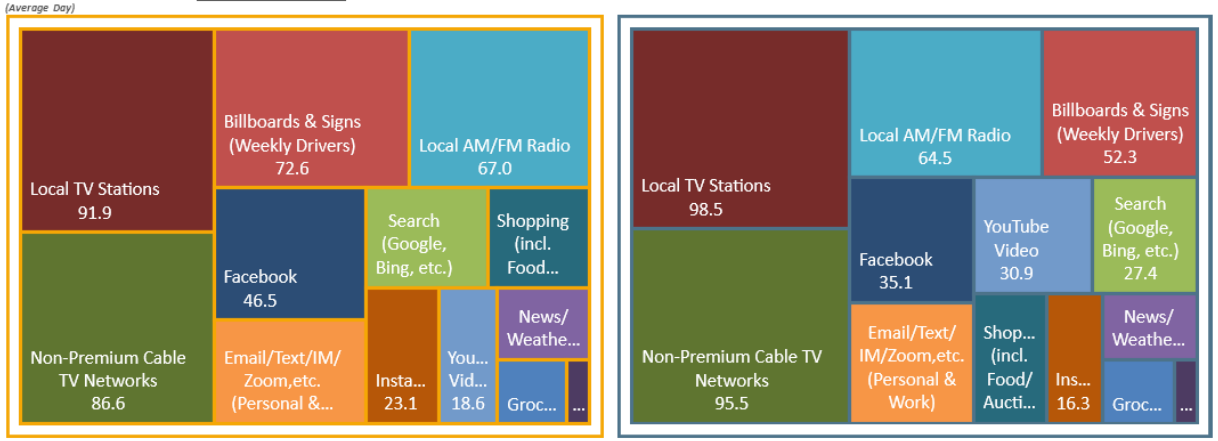
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

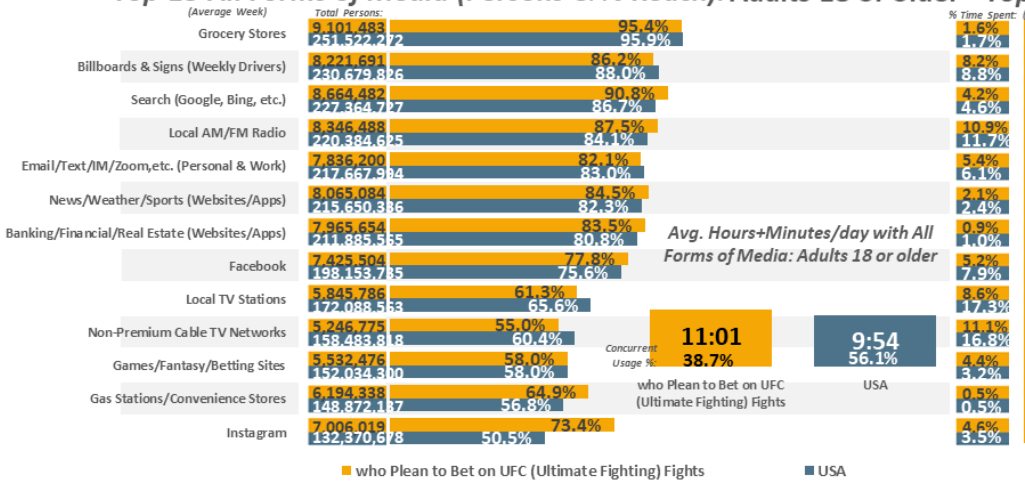
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

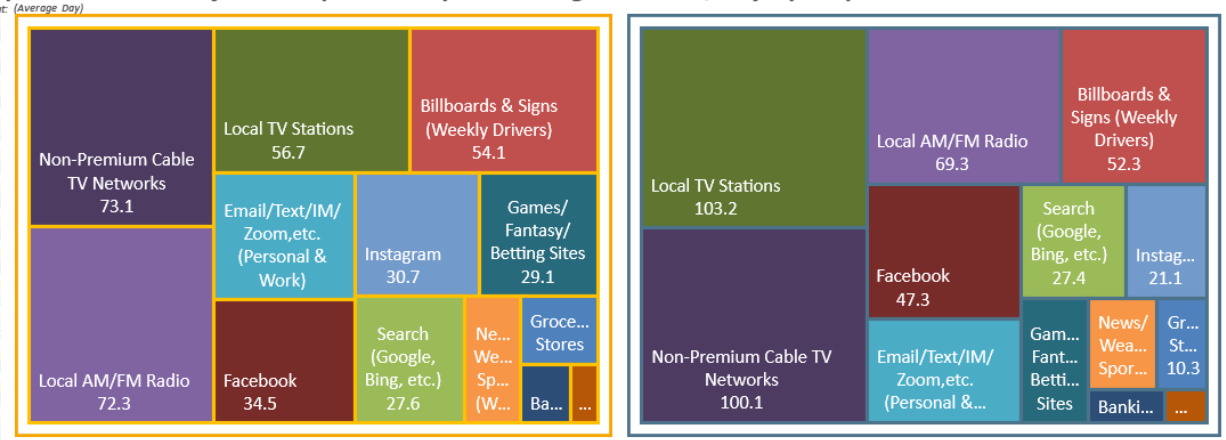
Plan to Bet on UFC Fights

Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 69. minutes/day. *(Local Radio delivers 15.9% of Time with Ad-Supported Media.)*

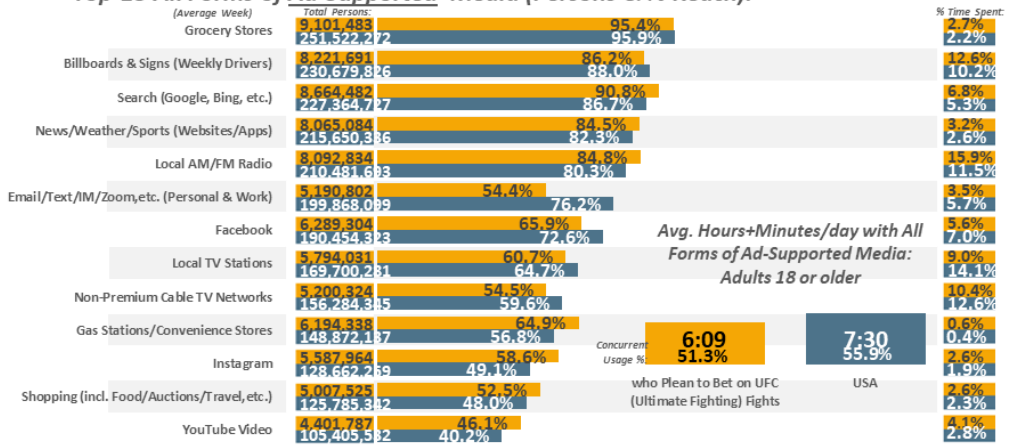
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



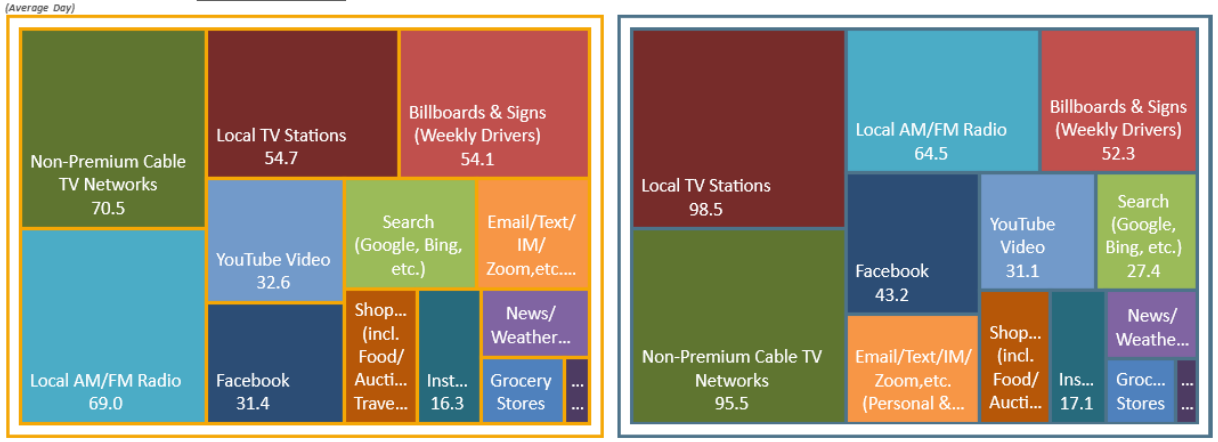
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

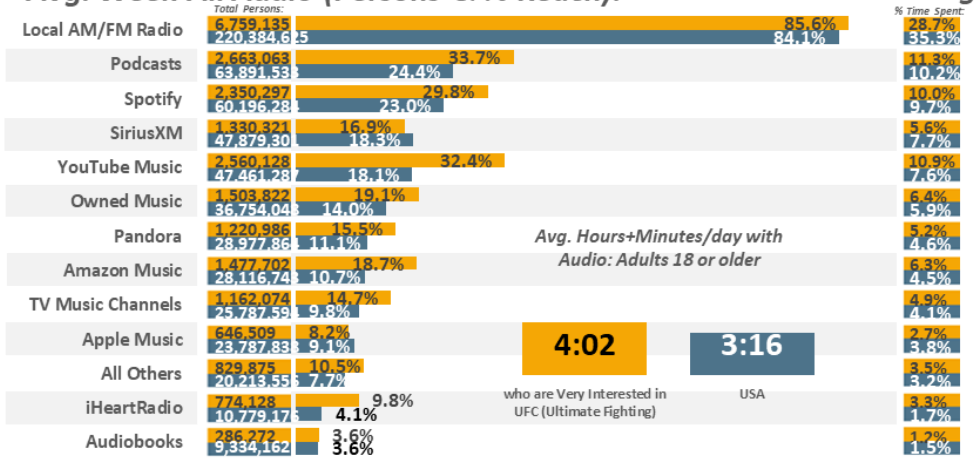
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

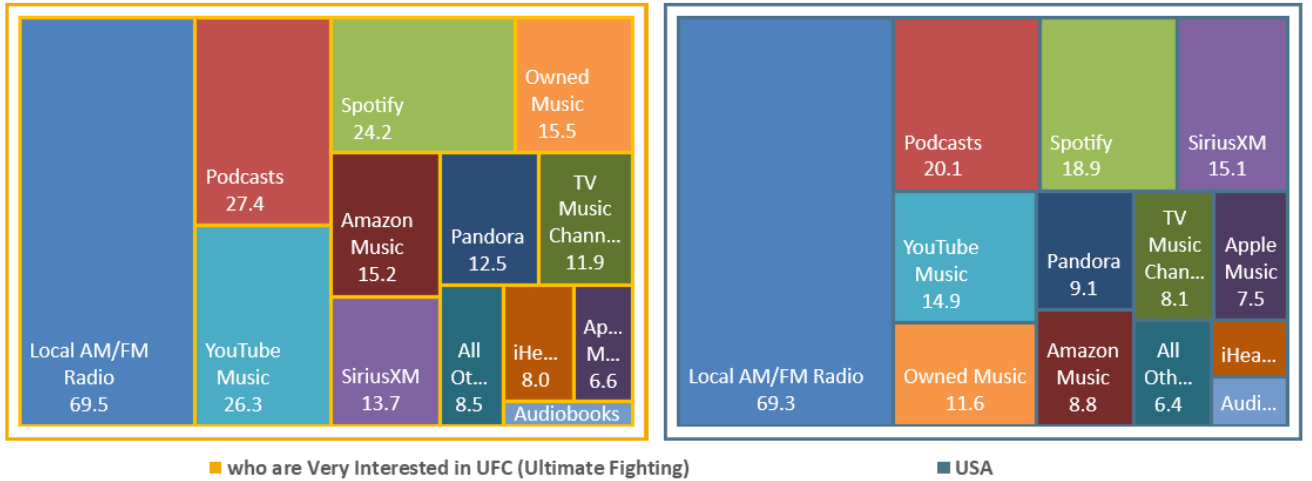
UFC Very Intereresed in UFC

6,491,658 or 82.2% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.

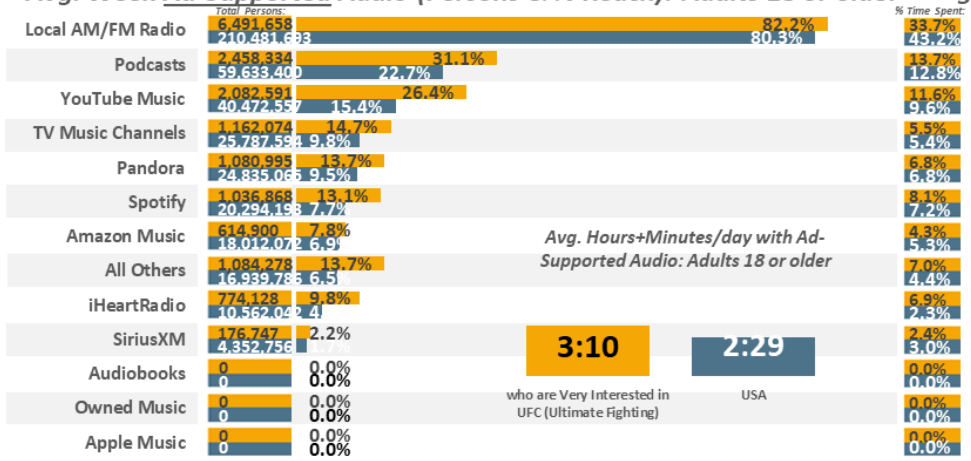
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



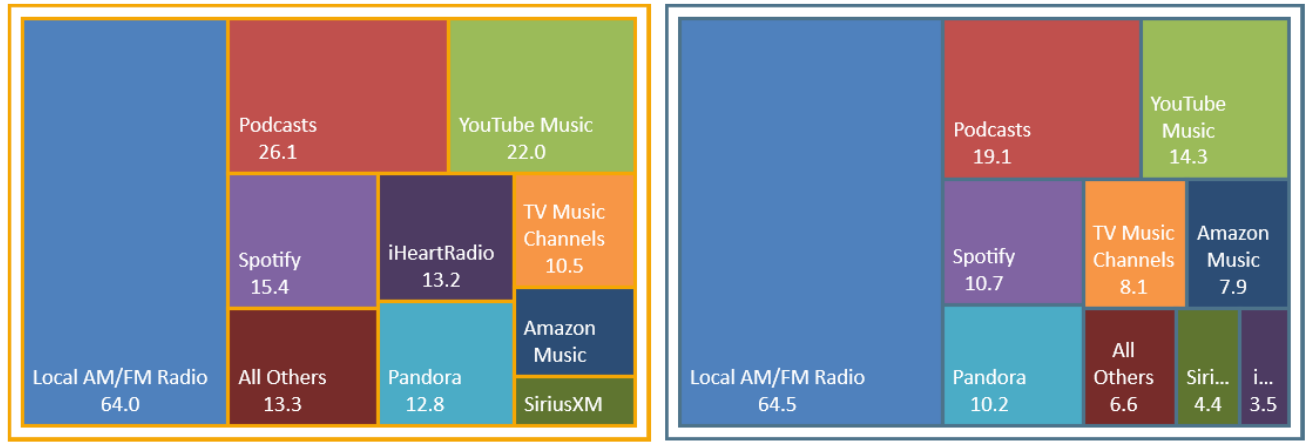
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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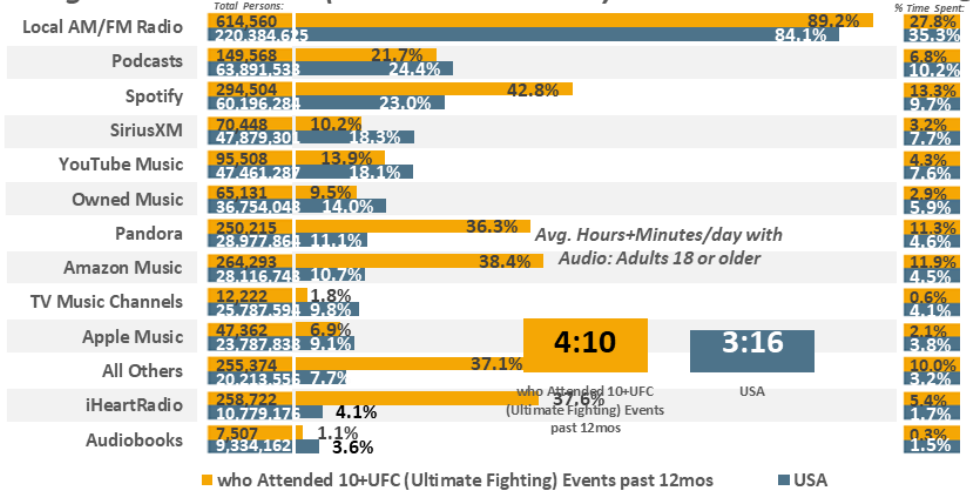
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Current level of interest in UFC (Ultimate Fighting): Very

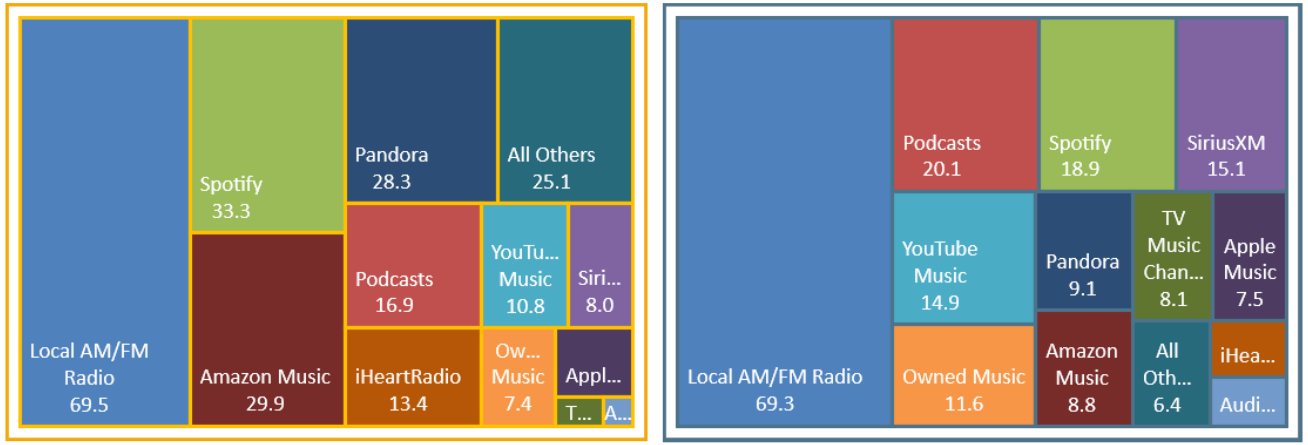
UFC Attended 10+ UFC Events past 12mos

520,143 or 75.5% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 40.7 minutes every day representing 18.2% of all time spent daily with Ad-Supported Audio.

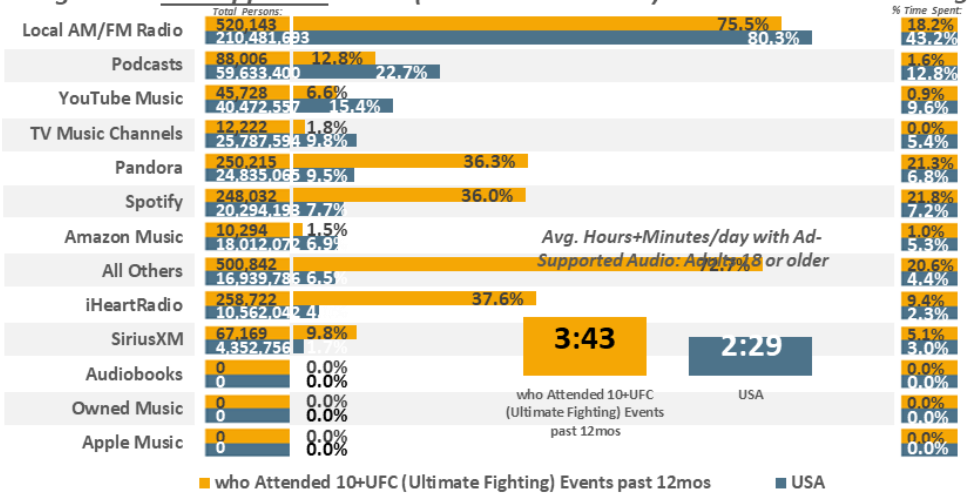
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



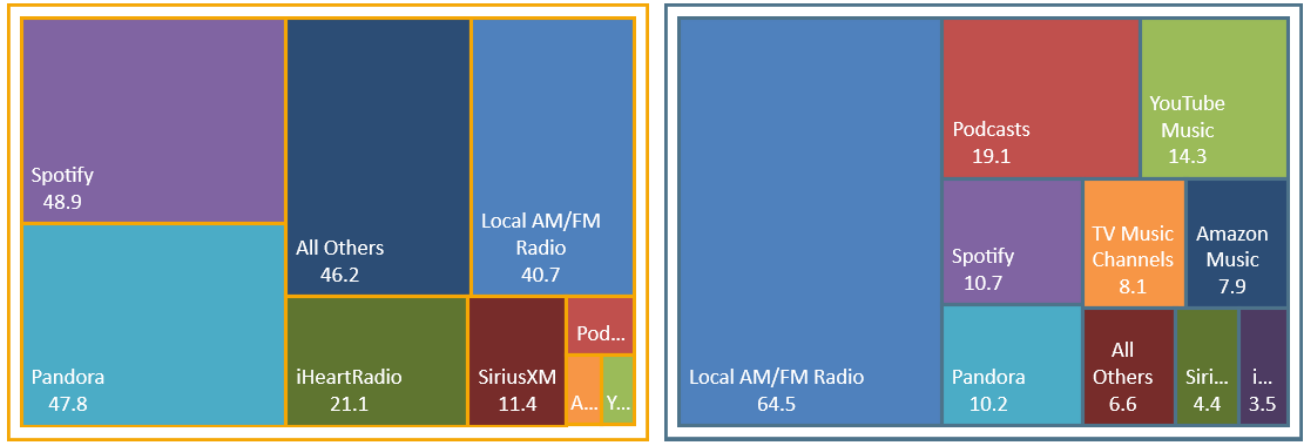
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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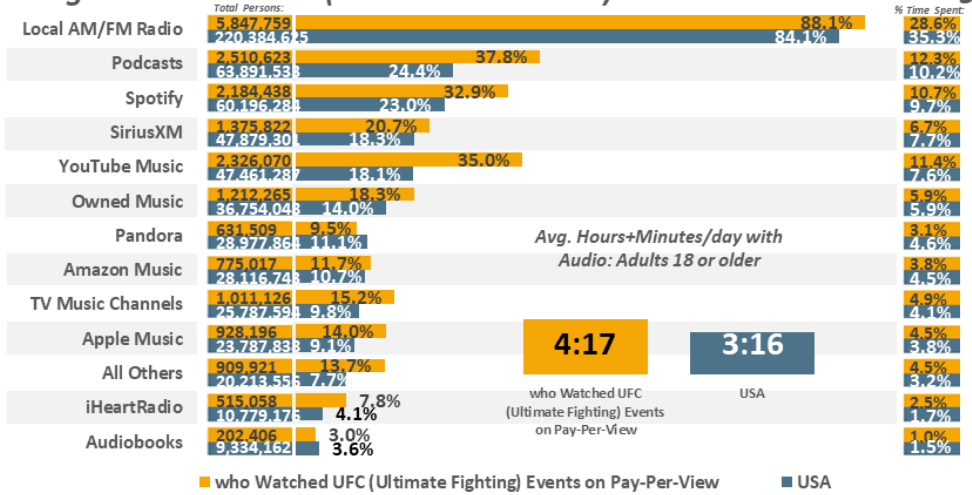
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

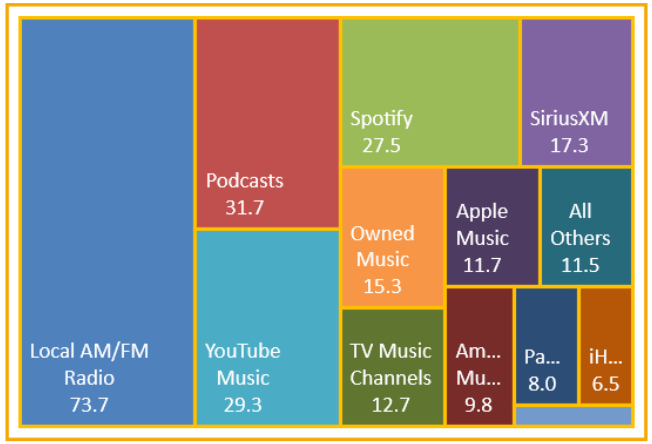
UFC Watched UFC on Pay-Per View

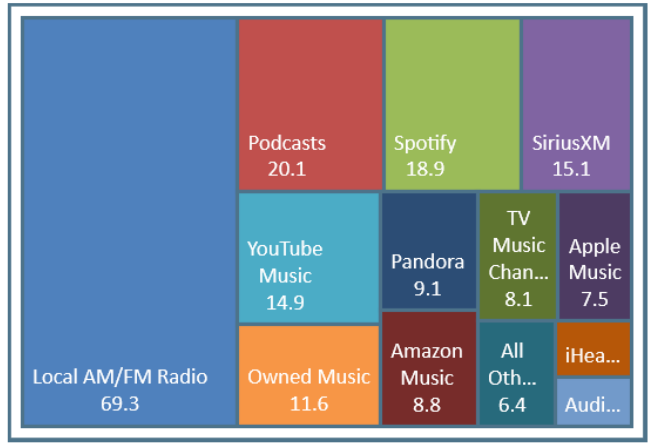
5,622,259 or 84.7% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 or older

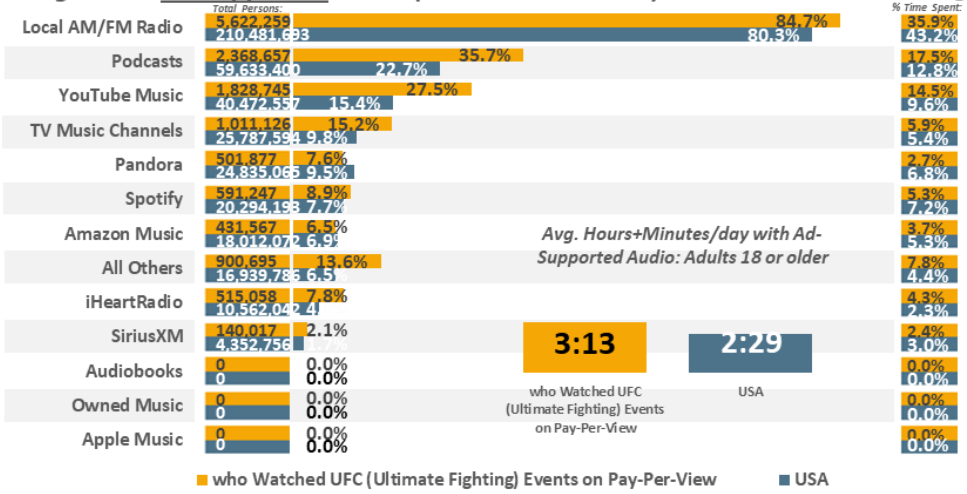


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

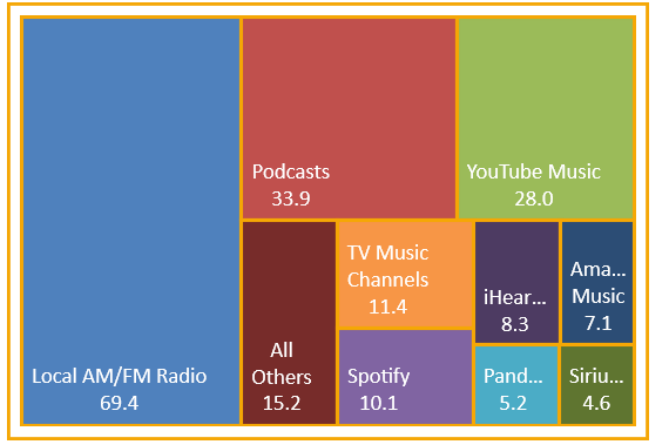


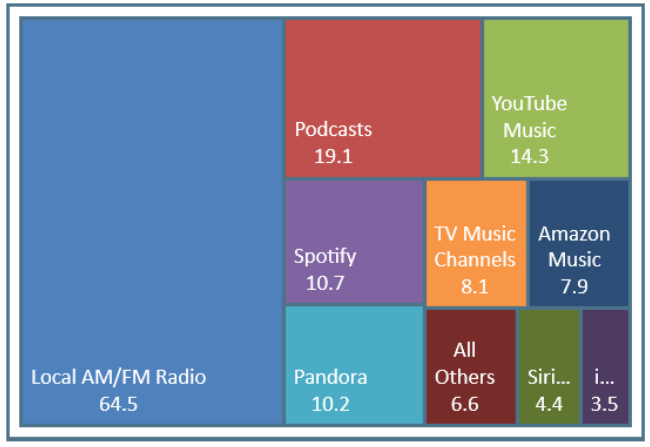


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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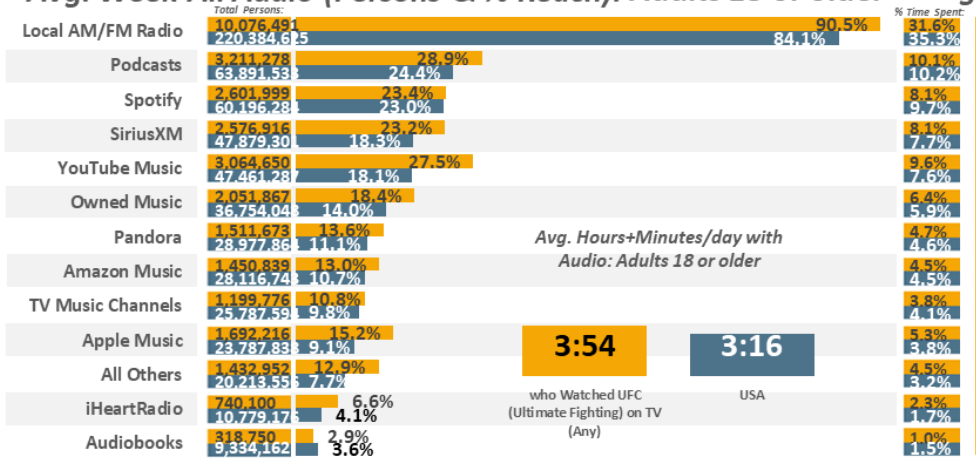
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

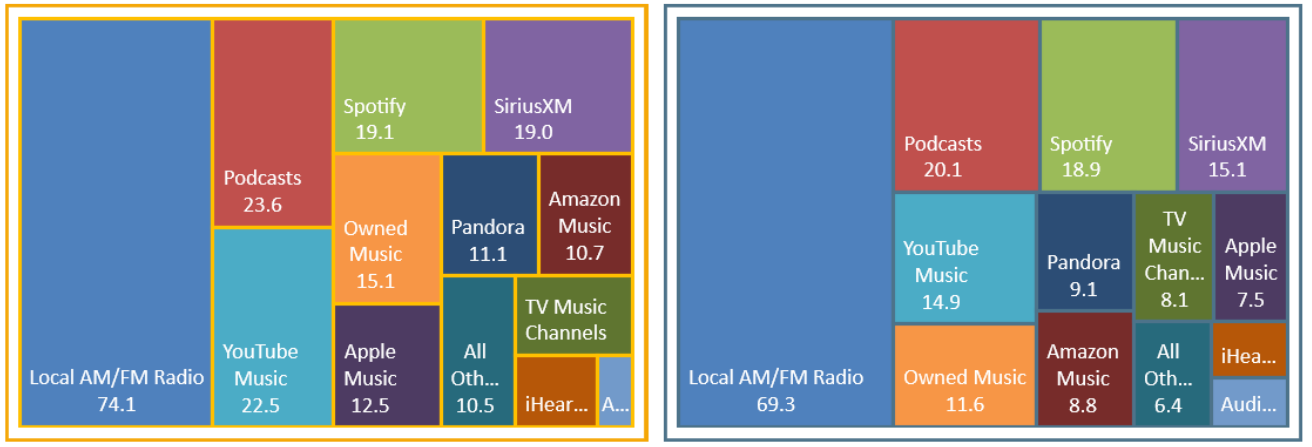
UFC Watched UFC on TV (Any)

9,493,058 or 85.3% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.

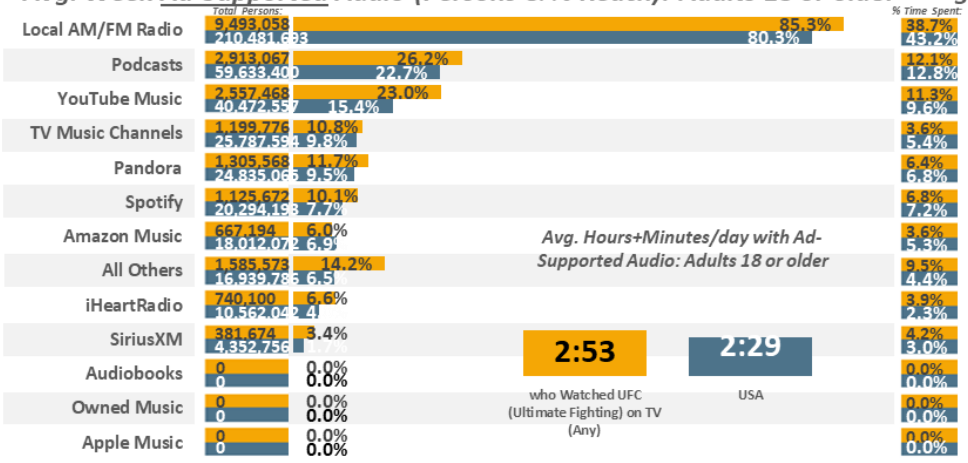
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



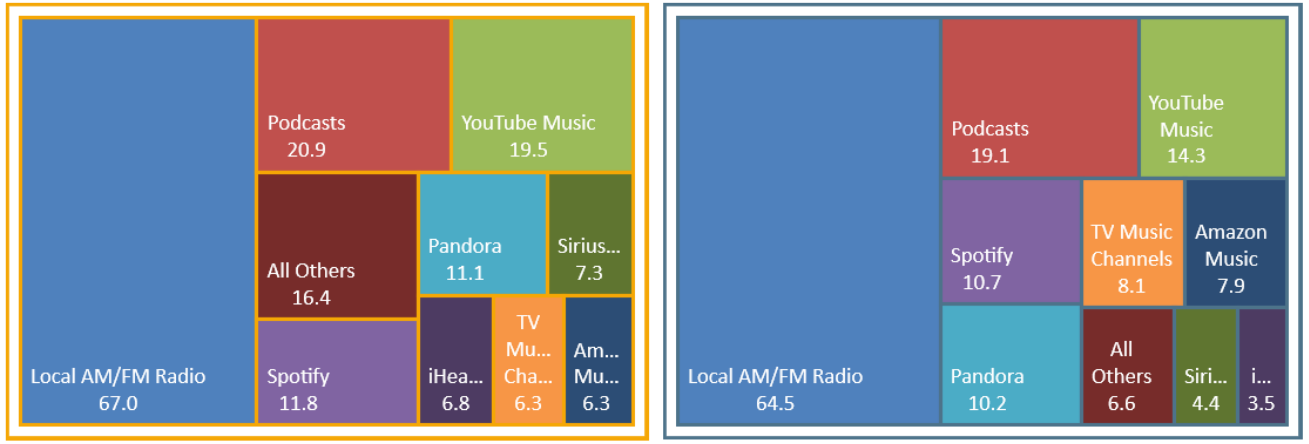
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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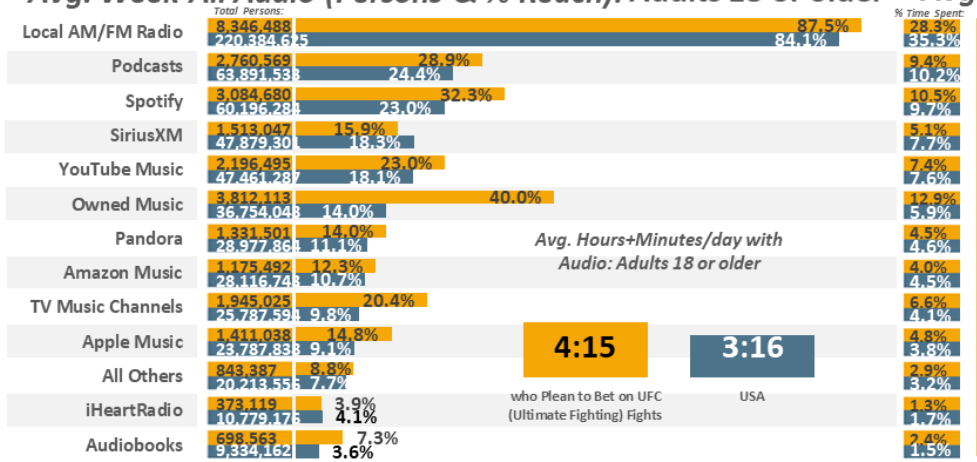
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

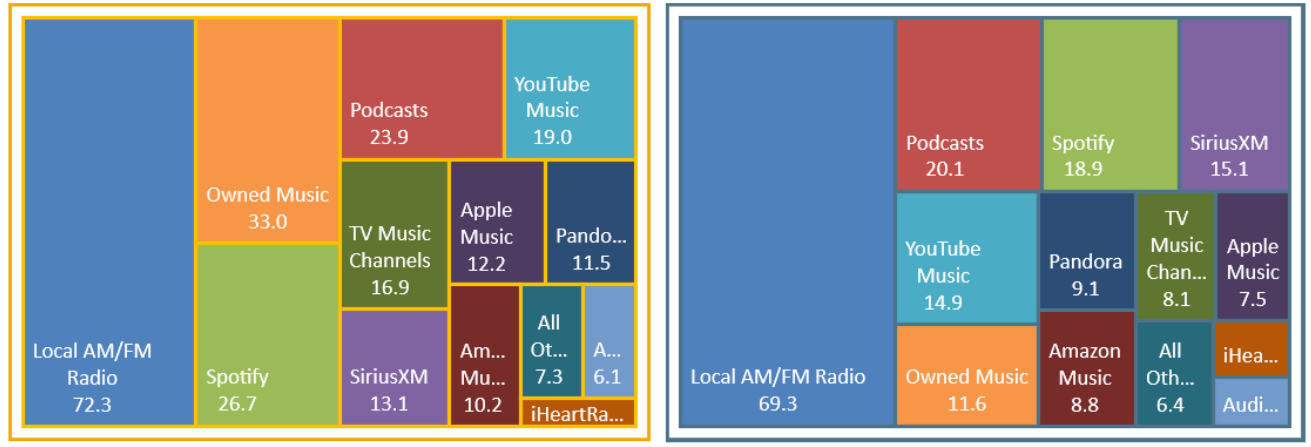
UFC Plan to Bet on UFC Fights

8,092,834 or 84.8% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

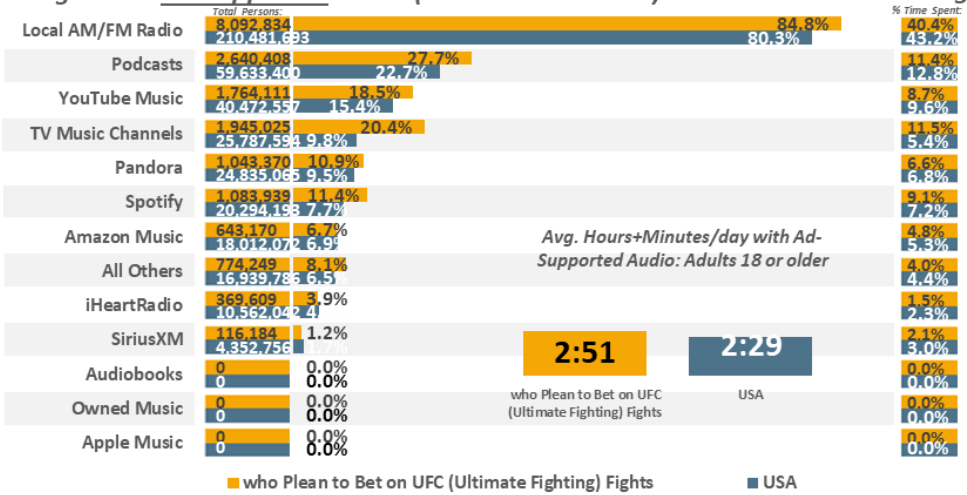
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



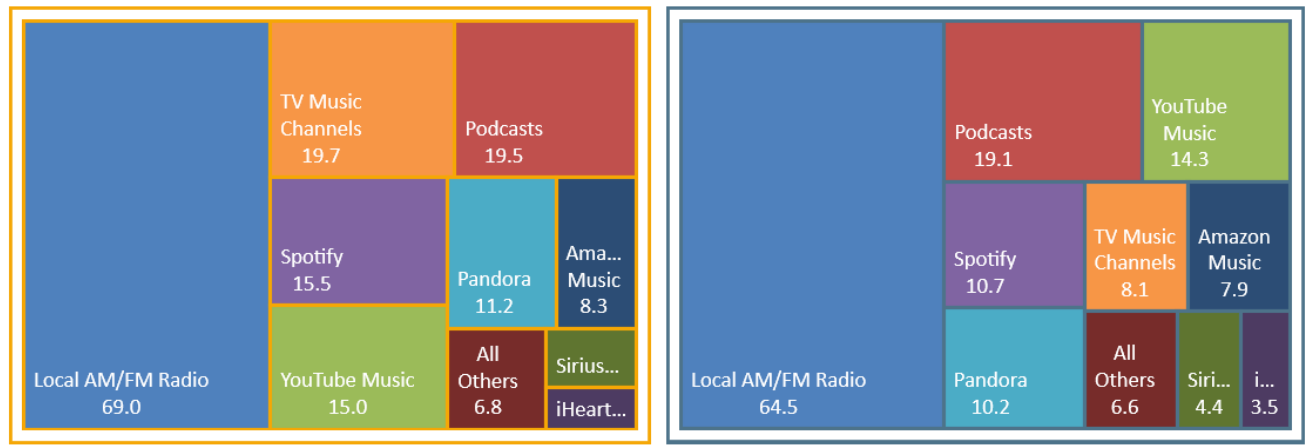
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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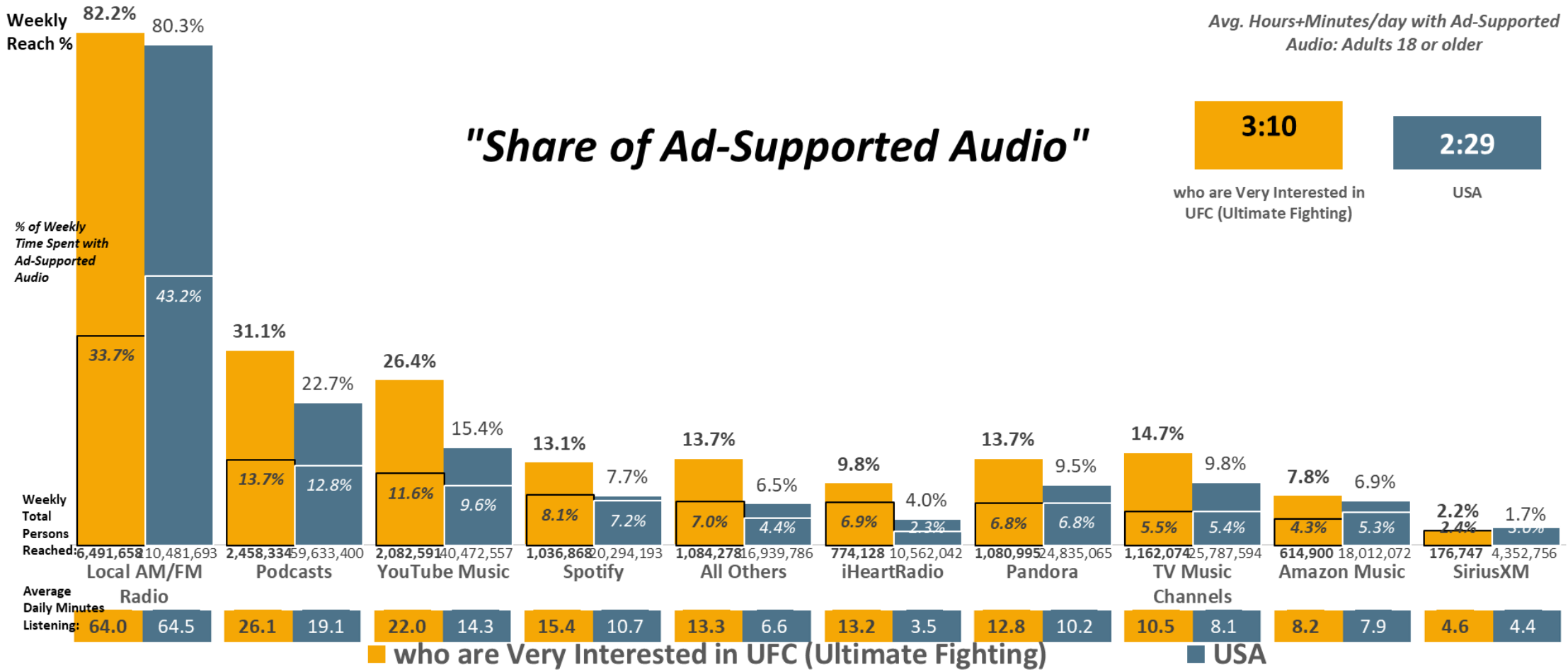
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

UFC Very Intereresed in UFC

6,491,658 or 82.2% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) listen to Ad-Supported Local AM/FM Radio for an average of 64. minutes every day representing 33.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	All Others	iHeartRadio	Pandora	TV Music Channels	Amazon Music	SiriusXM
Weekly Reach % (UFC)	82.2%	31.1%	26.4%	13.1%	13.7%	9.8%	13.7%	14.7%	7.8%	2.2%
Weekly Reach % (USA)	80.3%	22.7%	15.4%	7.7%	6.5%	4.0%	9.5%	9.8%	6.9%	1.7%
% of Weekly Time Spent with Ad-Supported Audio (UFC)	33.7%	13.7%	11.6%	8.1%	7.0%	6.9%	6.8%	5.5%	4.3%	2.4%
% of Weekly Time Spent with Ad-Supported Audio (USA)	43.2%	12.8%	9.6%	7.2%	4.4%	2.3%	6.8%	5.4%	5.3%	3.6%
Weekly Total Persons Reached (UFC)	6,491,658	2,458,334	2,082,591	1,036,868	1,084,278	774,128	1,080,995	1,162,074	614,900	176,747
Weekly Total Persons Reached (USA)	10,481,693	9,633,400	0,472,557	0,294,193	6,939,786	0,562,042	4,835,065	5,787,594	8,012,072	4,352,756
Average Daily Minutes Listening (UFC)	64.0	26.1	22.0	15.4	13.3	13.2	12.8	10.5	8.2	4.6
Average Daily Minutes Listening (USA)	64.5	19.1	14.3	10.7	6.6	3.5	10.2	8.1	7.9	4.4

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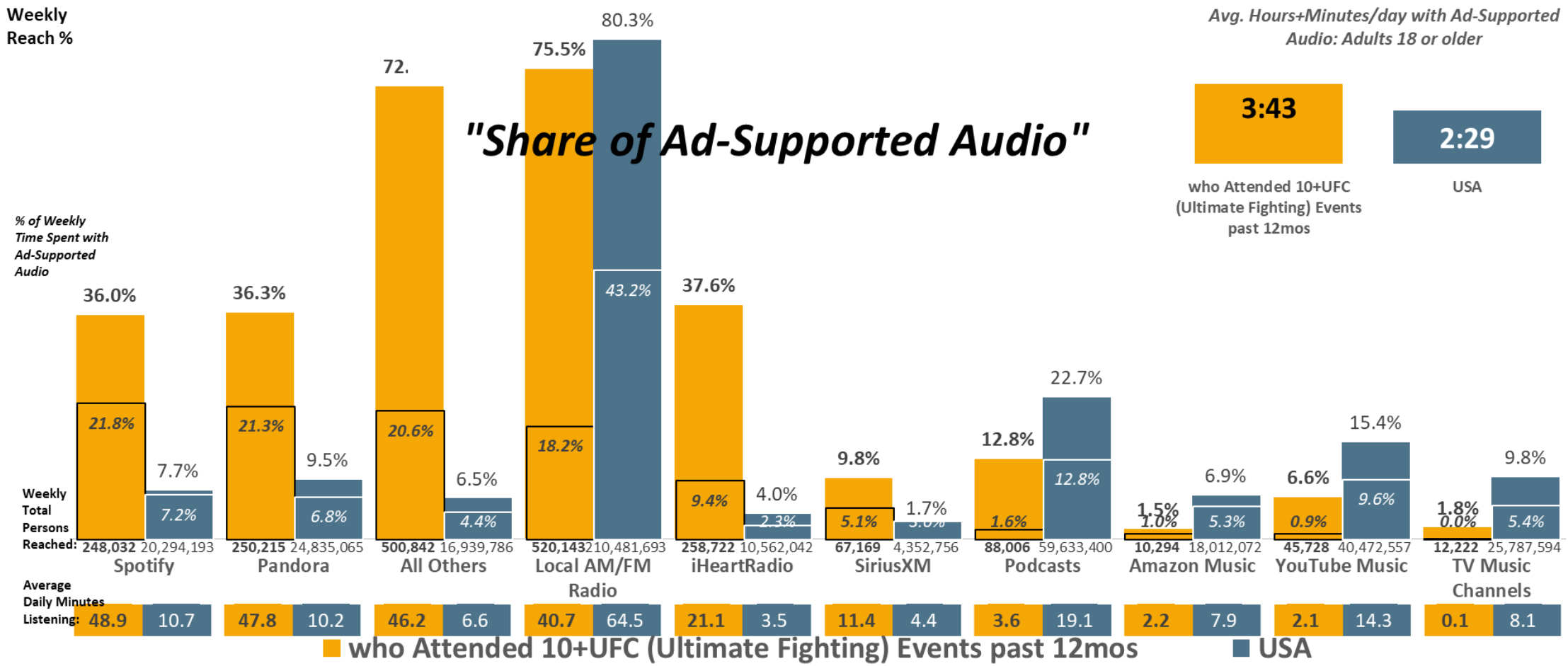
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Current level of interest in UFC (Ultimate Fighting): Very

Attended 10+ UFC Events past 12mos

520,143 or 75.5% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 40.7 minutes every day representing 18.2% of all time spent daily with Ad-Supported Audio.

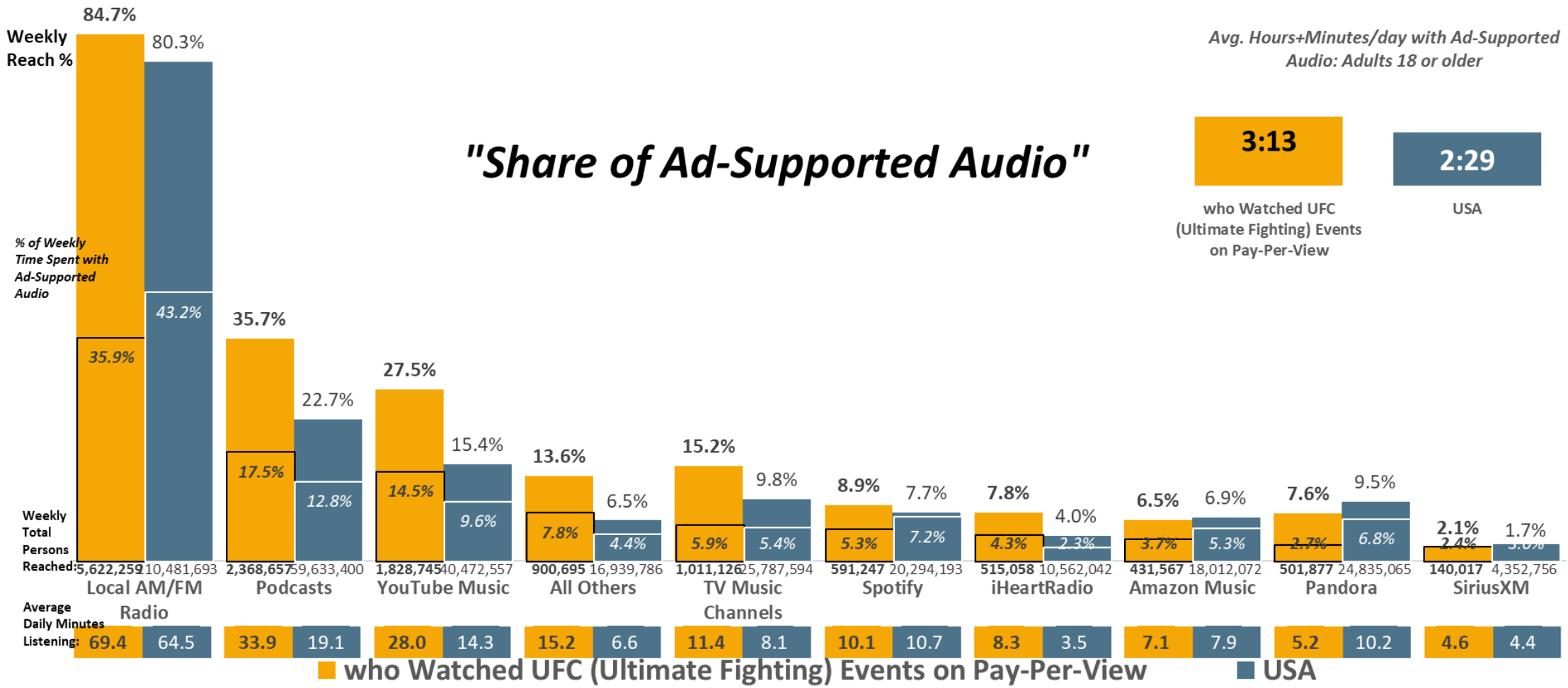


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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

UFC Watched UFC on Pay-Per View

5,622,259 or 84.7% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View listen to Ad-Supported Local AM/FM Radio for an average of 69.4 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



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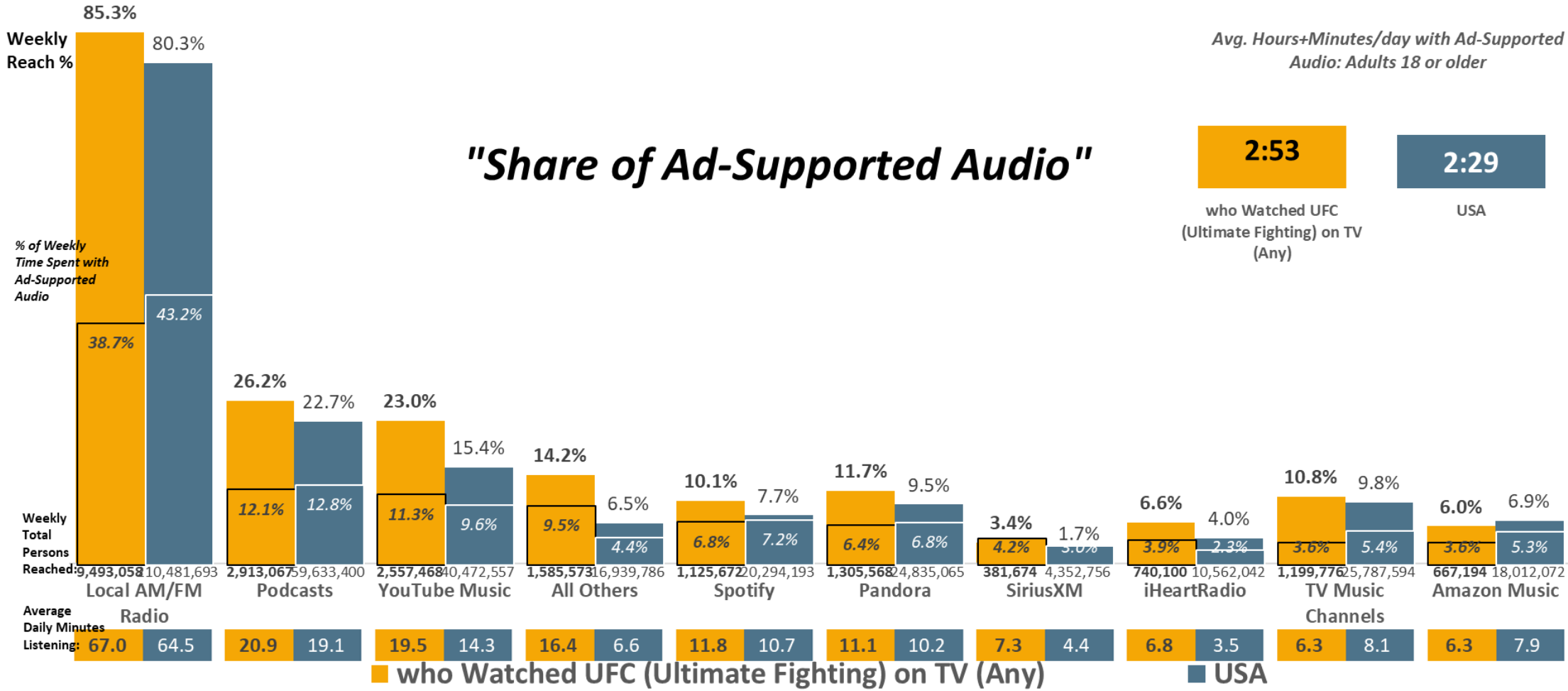
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

Watched UFC on TV (Any)

9,493,058 or 85.3% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) listen to Ad-Supported Local AM/FM Radio for an average of 67. minutes every day representing 38.7% of all time spent daily with Ad-Supported Audio.



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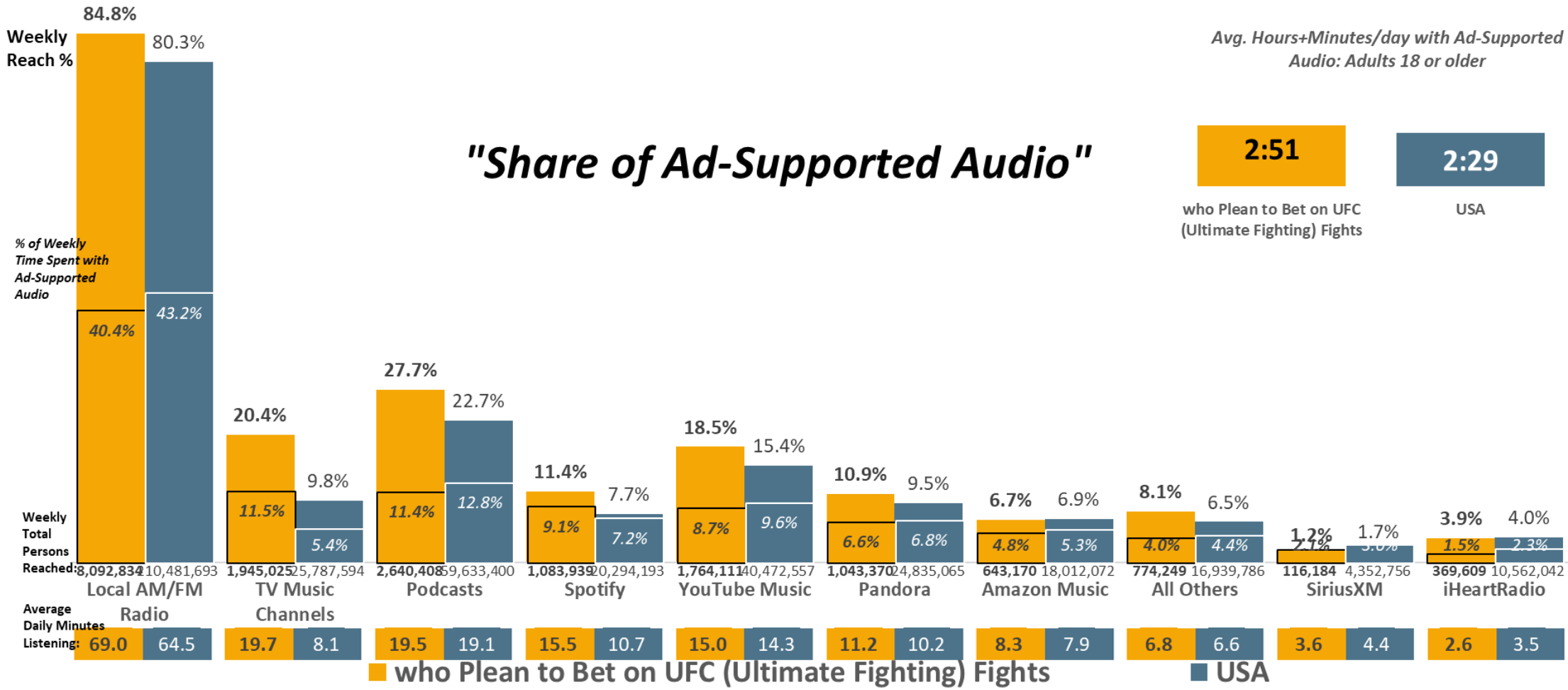
USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

Plan to Bet on UFC Fights

8,092,834 or 84.8% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights listen to Ad-Supported Local AM/FM Radio for an average of 69. minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.



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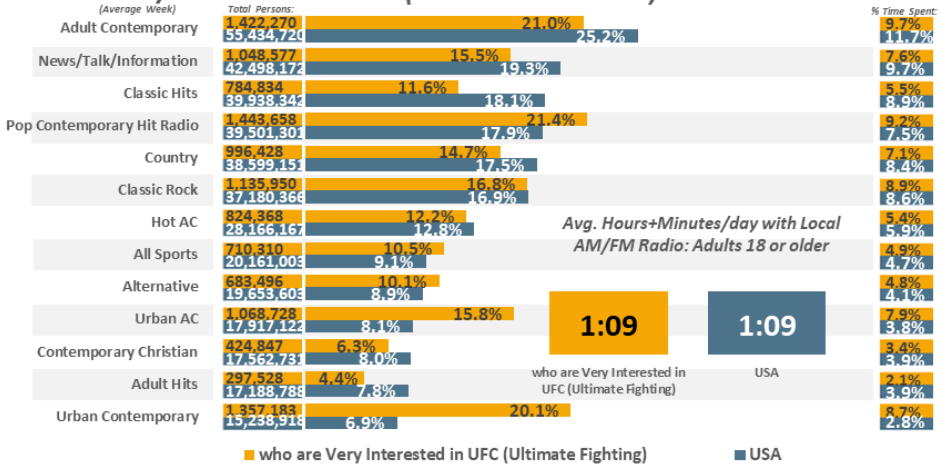
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

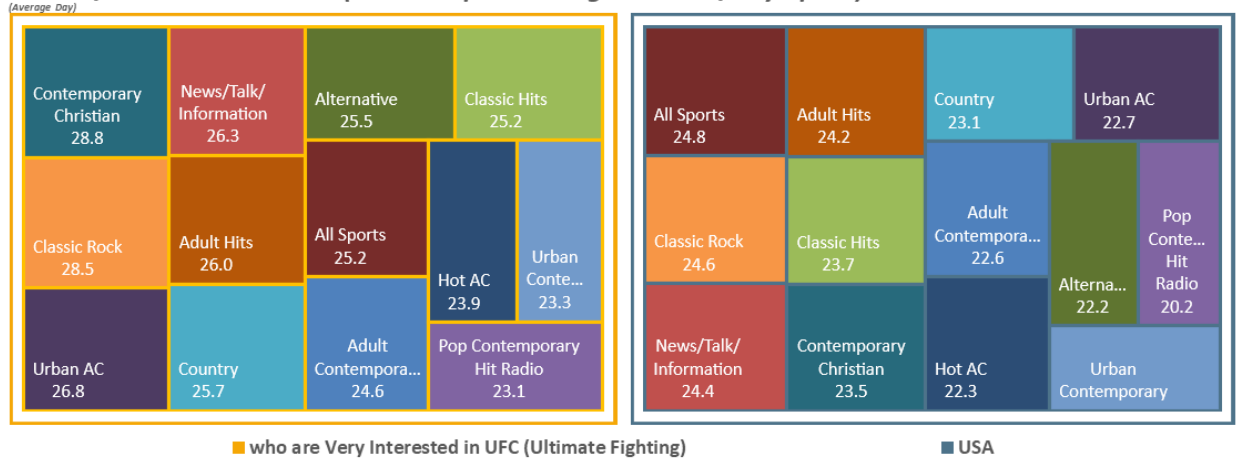
UFC Very Intererested in UFC

6,491,658 or 82.2% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Urban Contemporary, Classic Rock, and Urban AC.

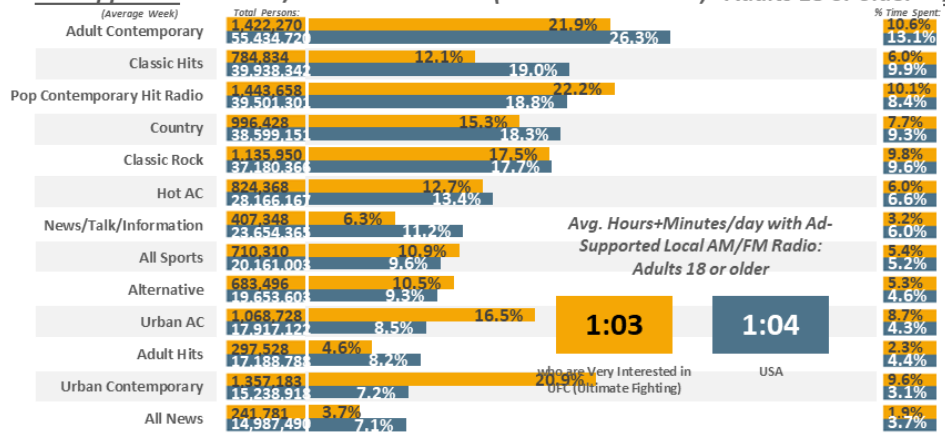
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



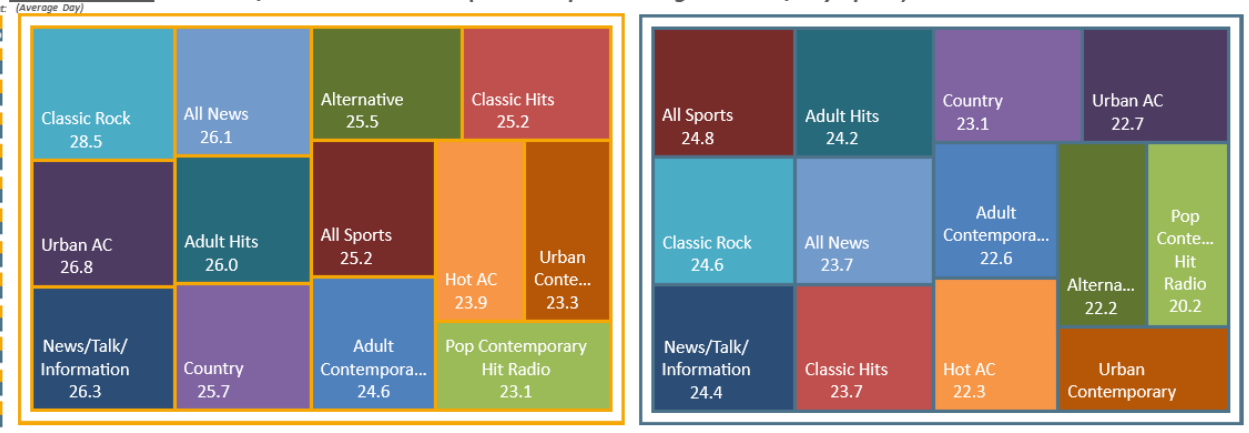
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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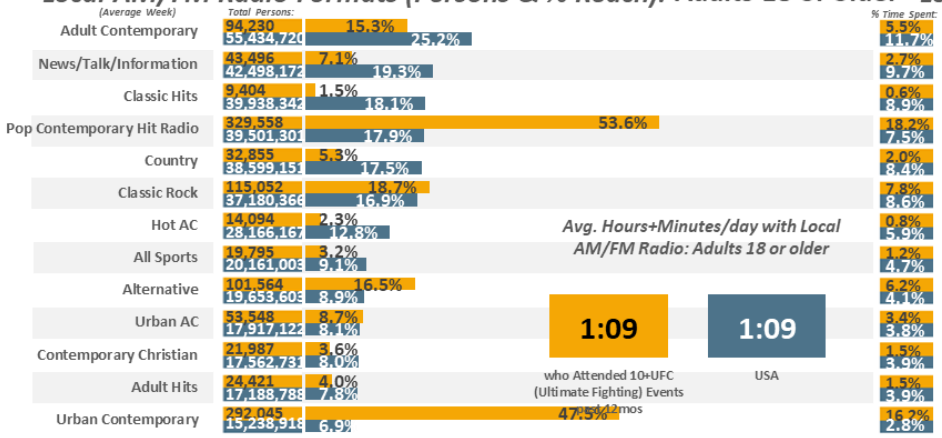
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Current level of interest in UFC (Ultimate Fighting): Very

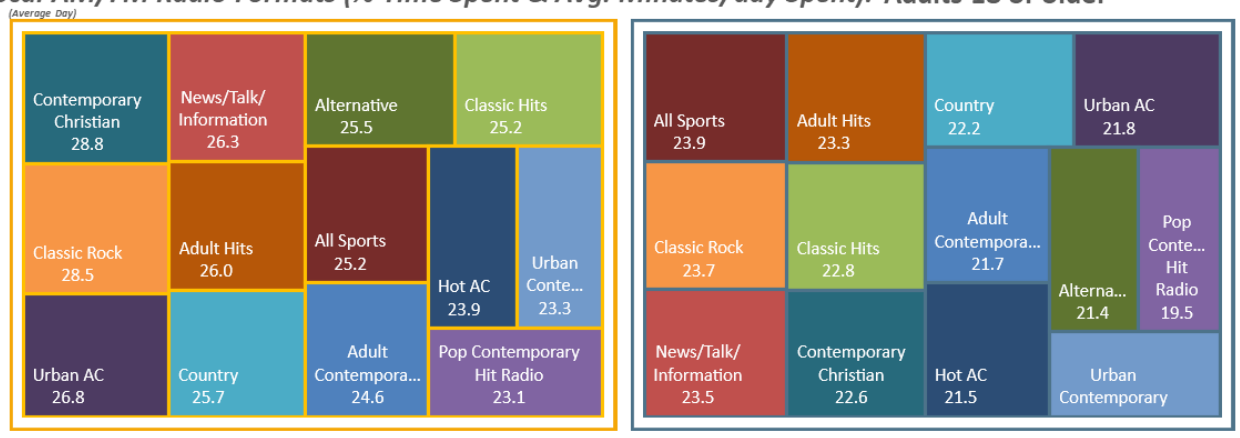
Attended 10+ UFC Events past 12mos

520,143 or 75.5% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Spanish Contemporary, Mexican Regional, and Cl

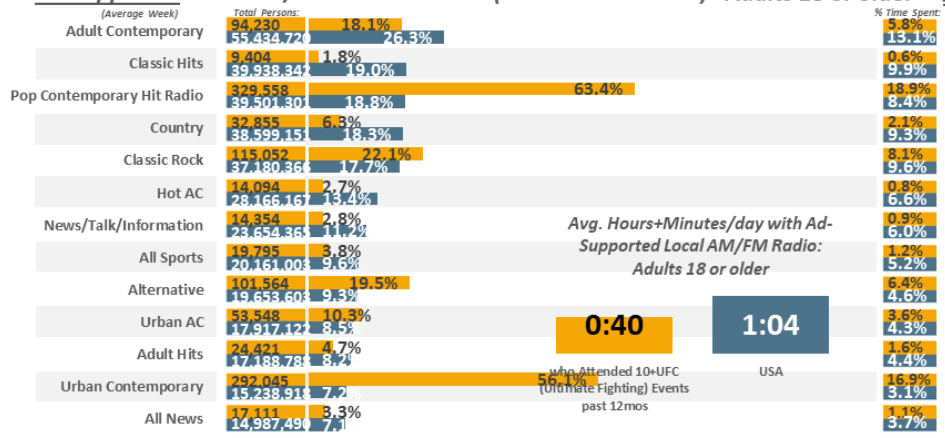
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



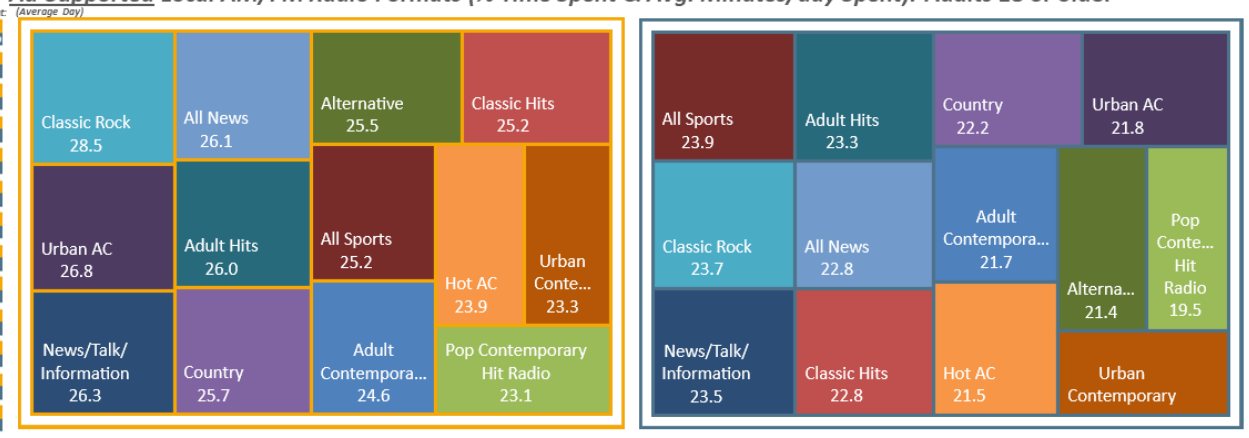
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

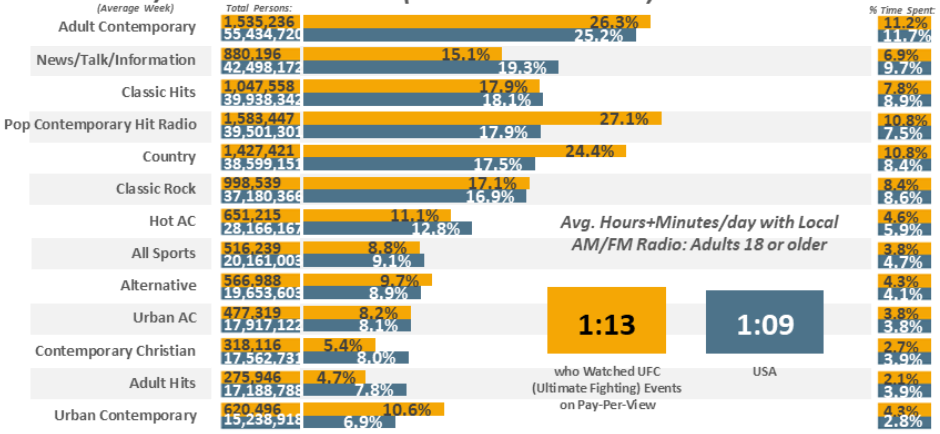
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

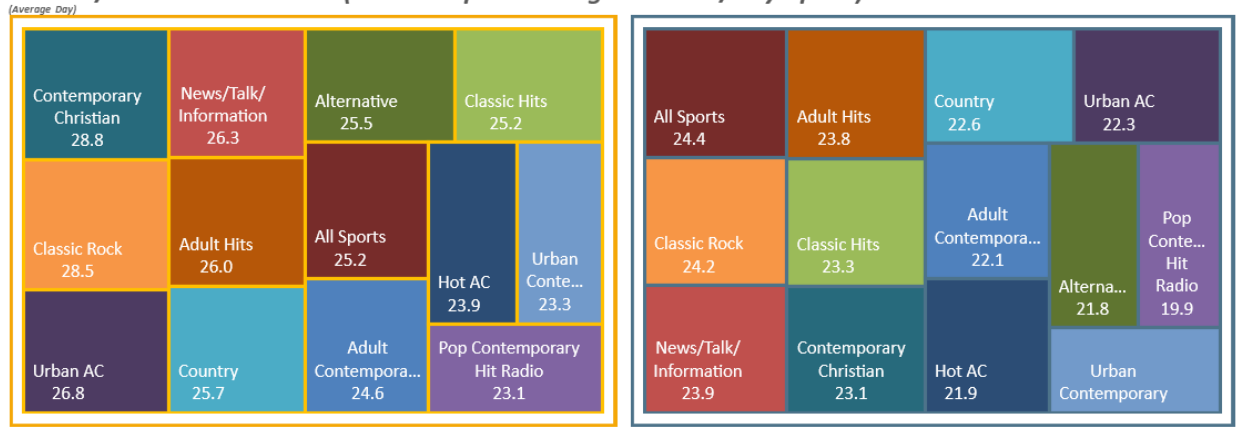
Watched UFC on Pay-Per View

5,622,259 or 84.7% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Country, Classic Hits, and Classic Rock.

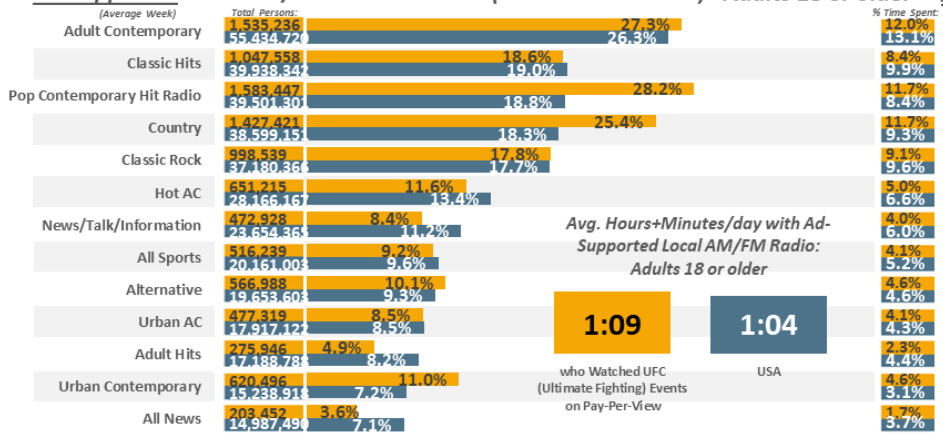
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



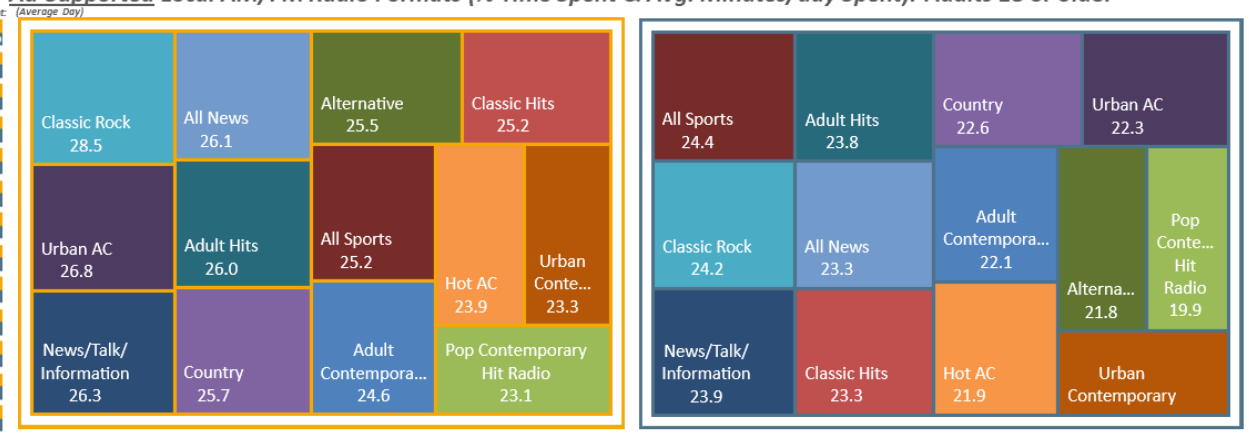
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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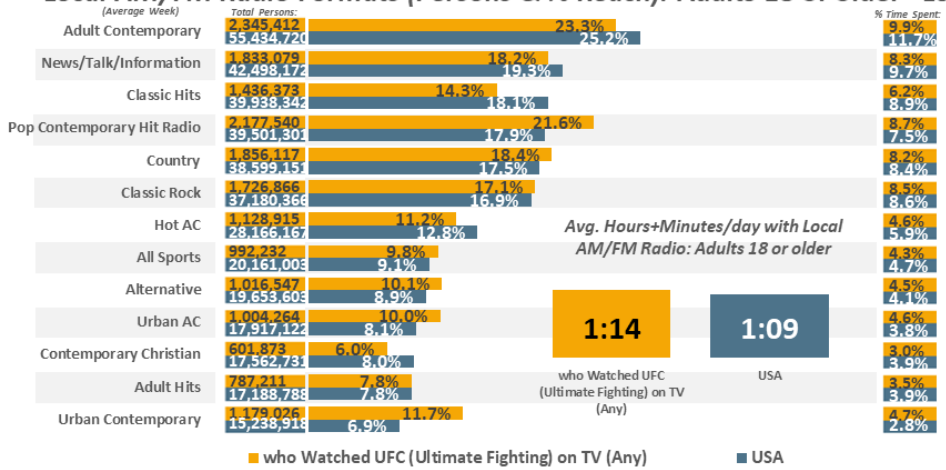
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

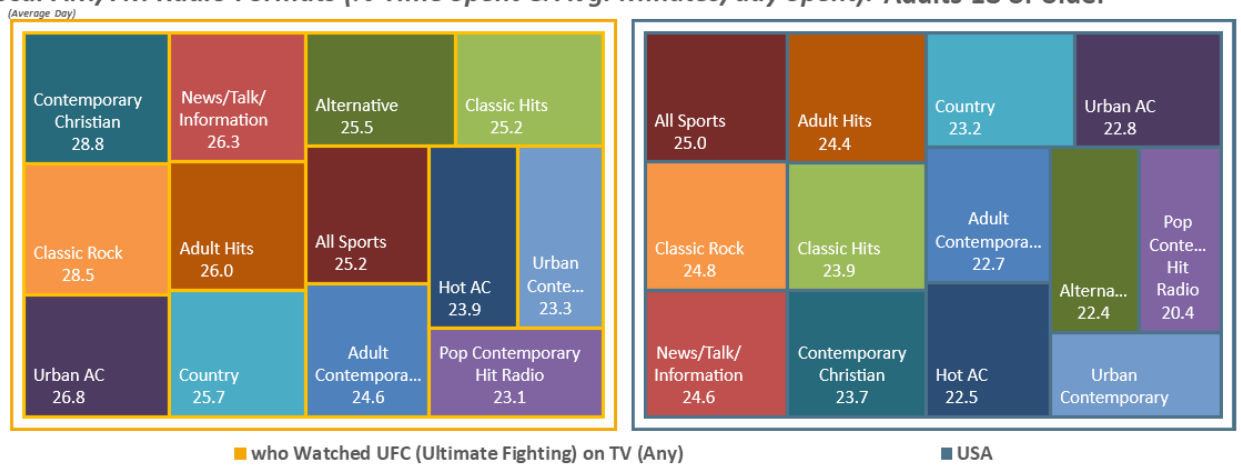
Watched UFC on TV (Any)

9,493,058 or 85.3% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

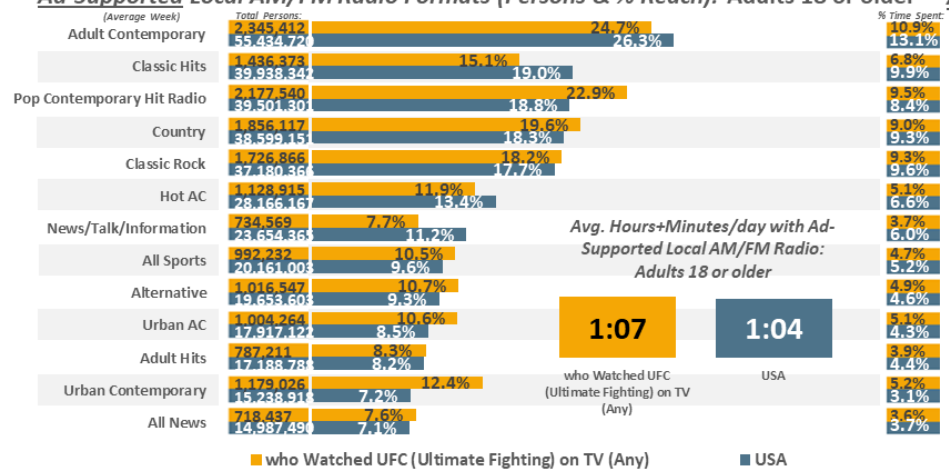
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



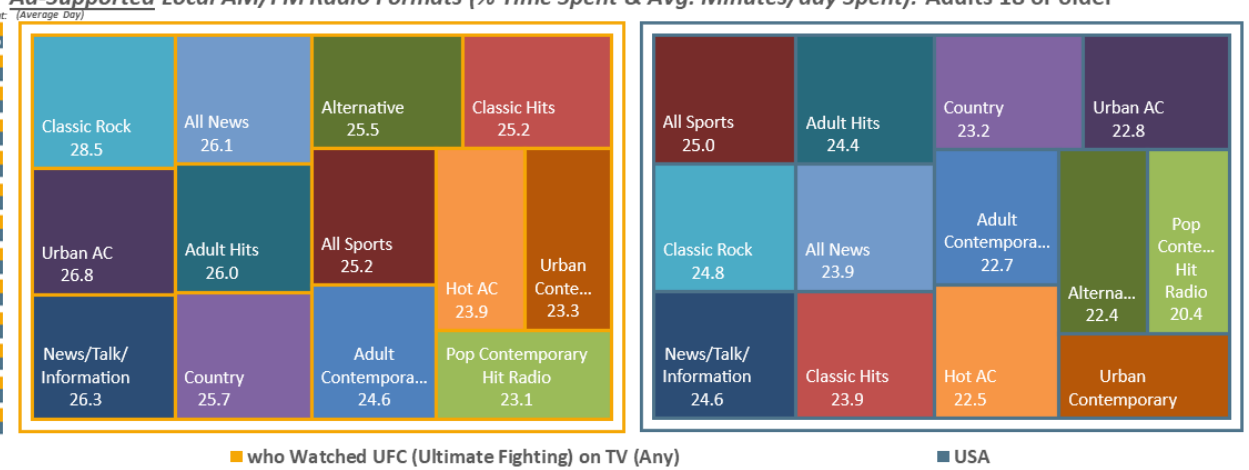
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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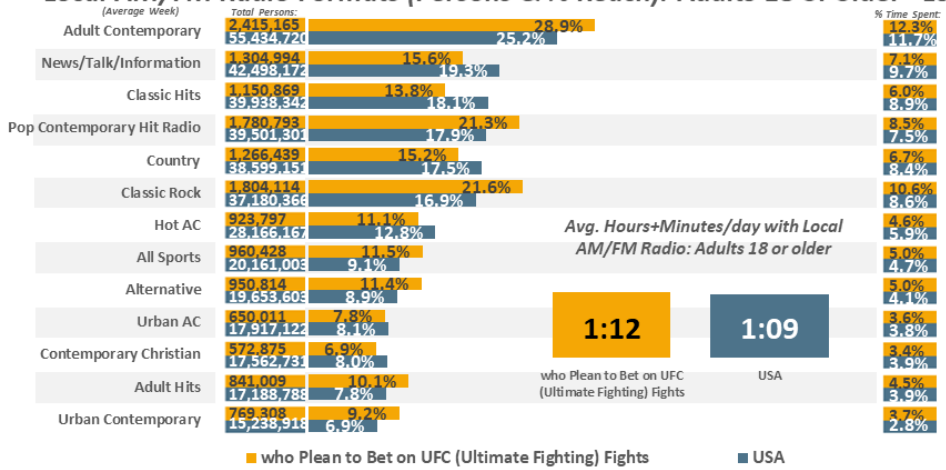
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

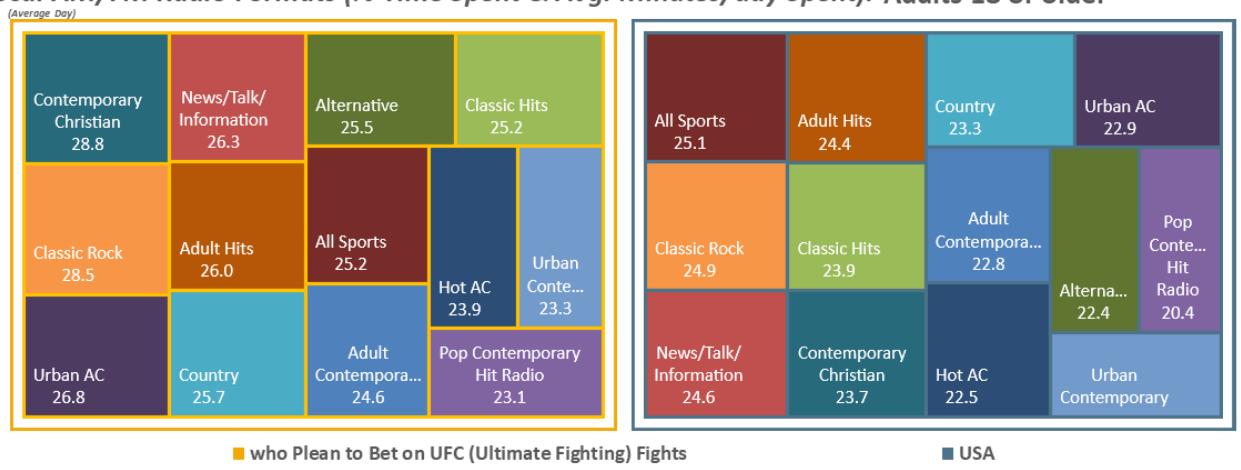
Plan to Bet on UFC Fights

8,092,834 or 84.8% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, Country, and Classic Hits.

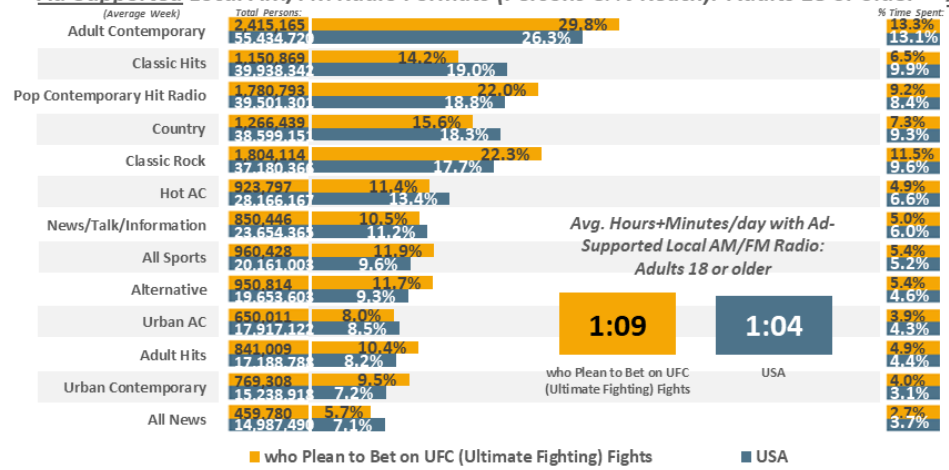
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



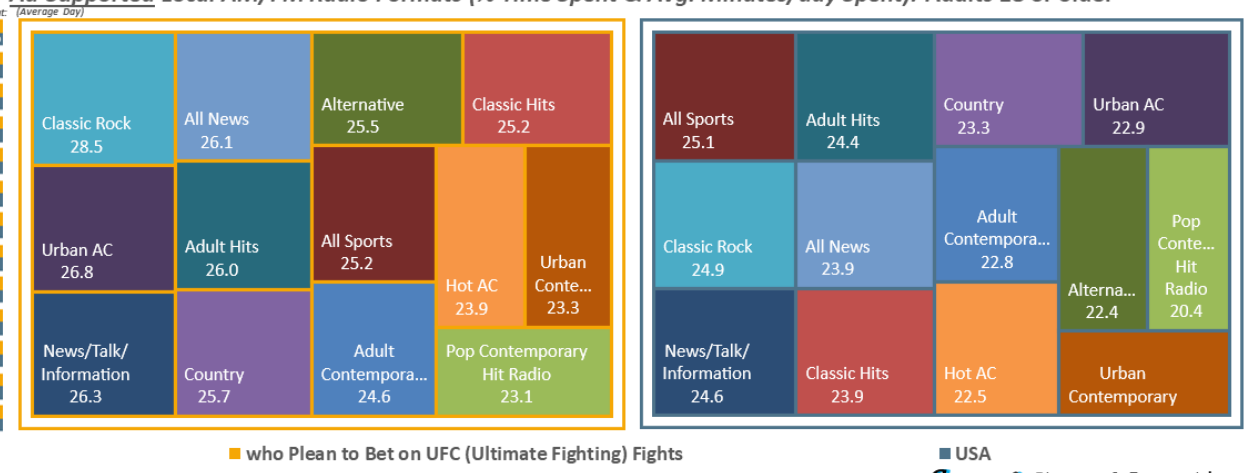
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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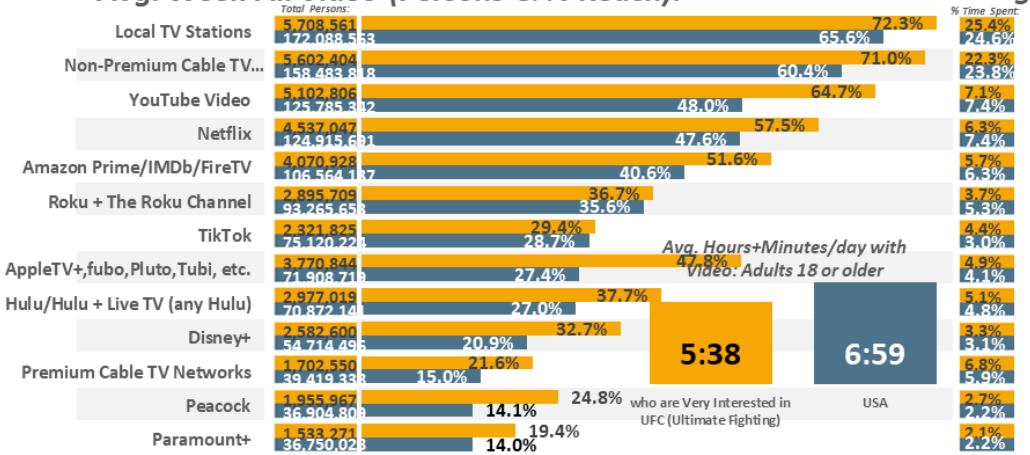
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

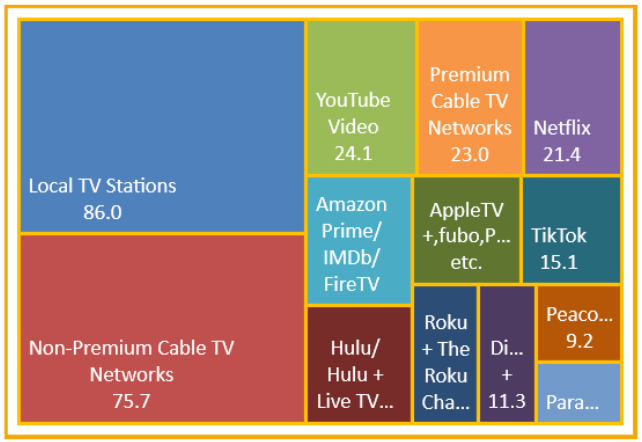
UFC Very Intereserested in UFC

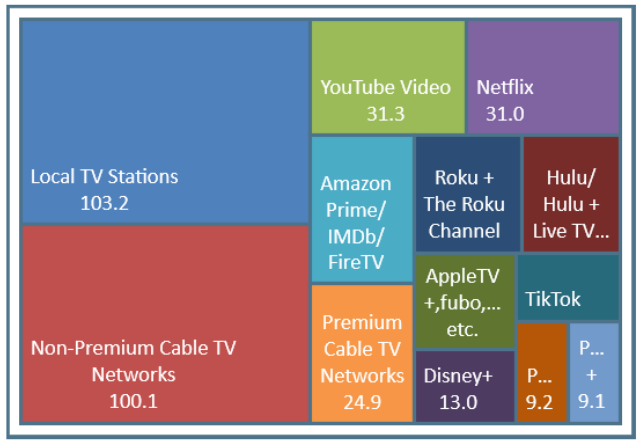
5,558,105 or 70.4% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) watch Ad-Supported Local TV Stations for an average of 81.5 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

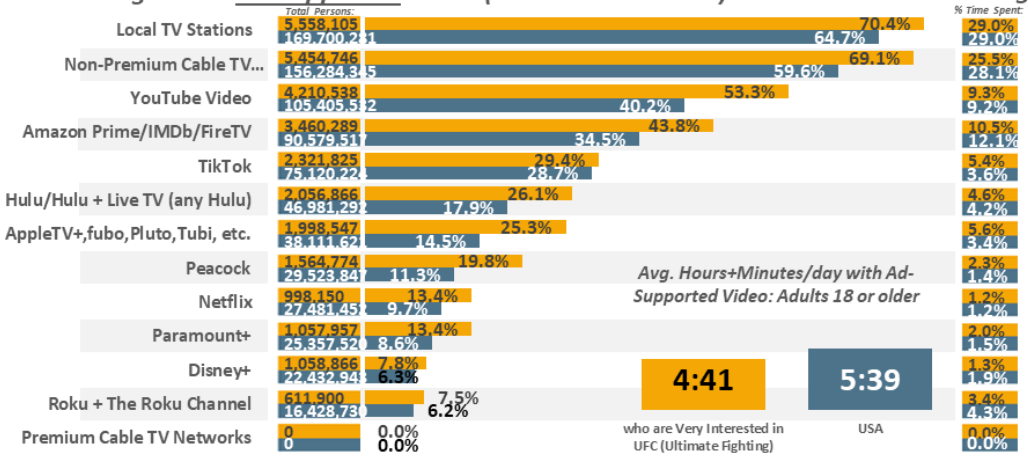


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

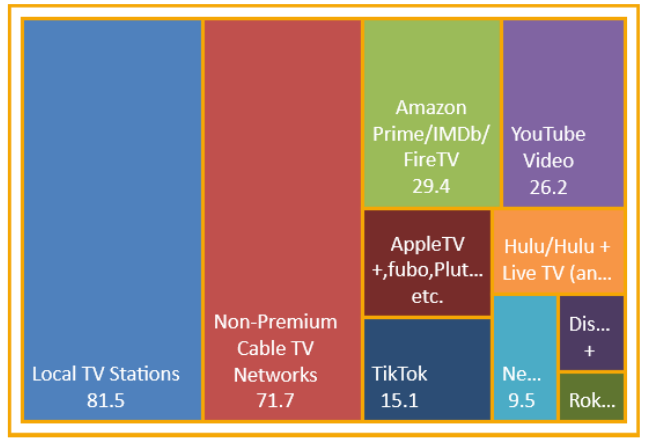


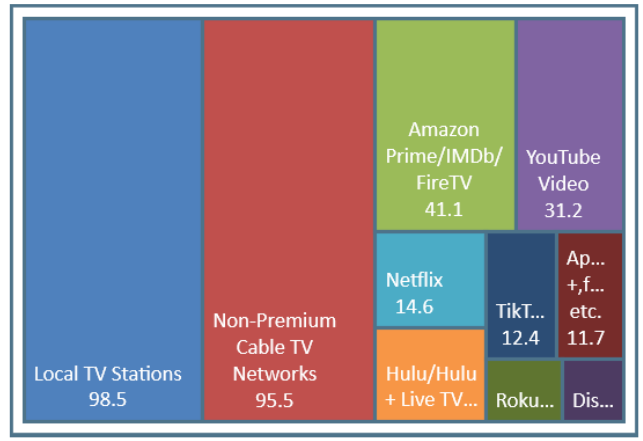


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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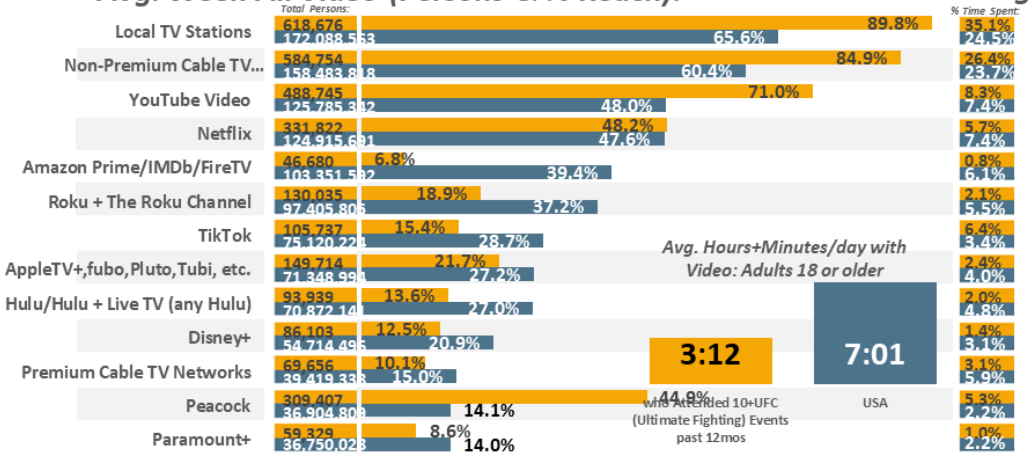
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Current level of interest in UFC (Ultimate Fighting): Very

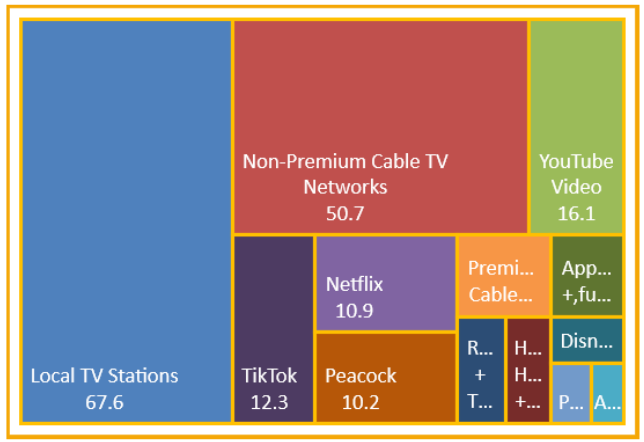
UFC Attended 10+ UFC Events past 12mos

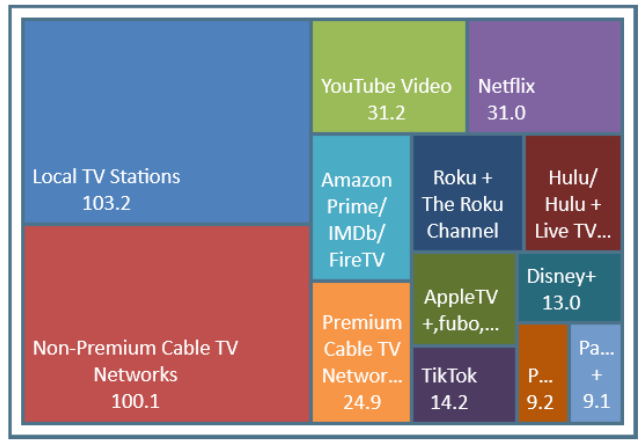
593,431 or 86.2% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos watch Ad-Supported Local TV Stations for an average of 51.1 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

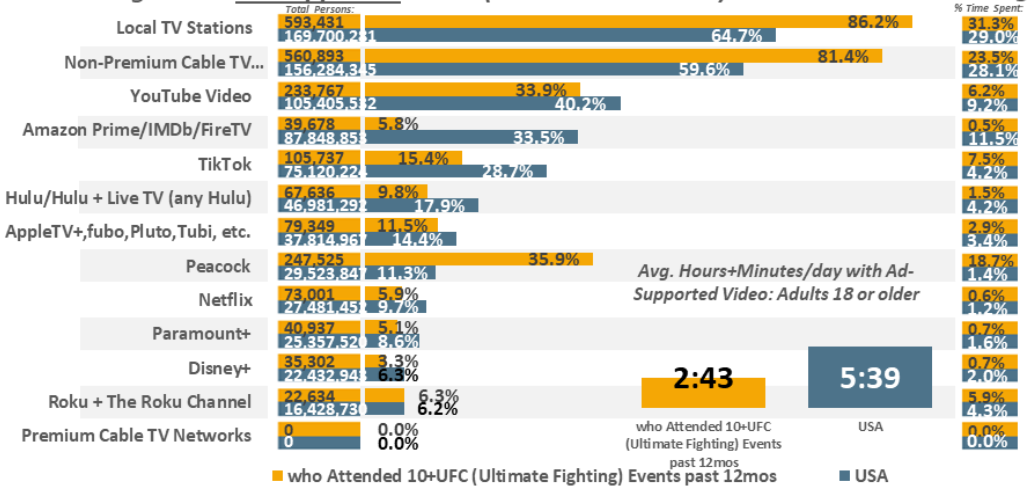


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

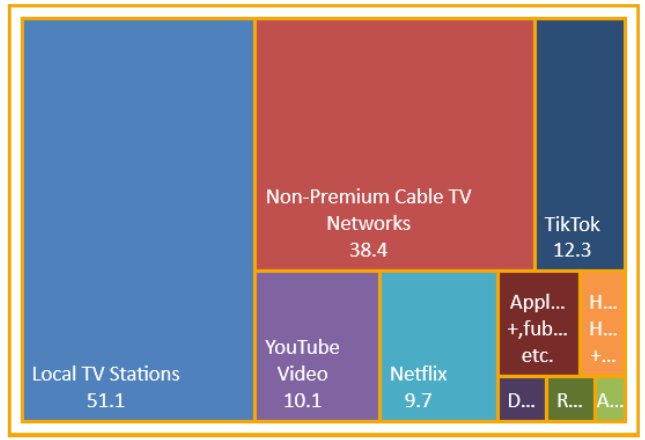


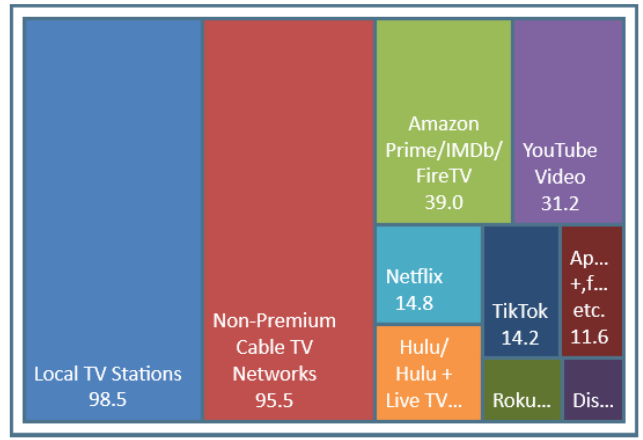


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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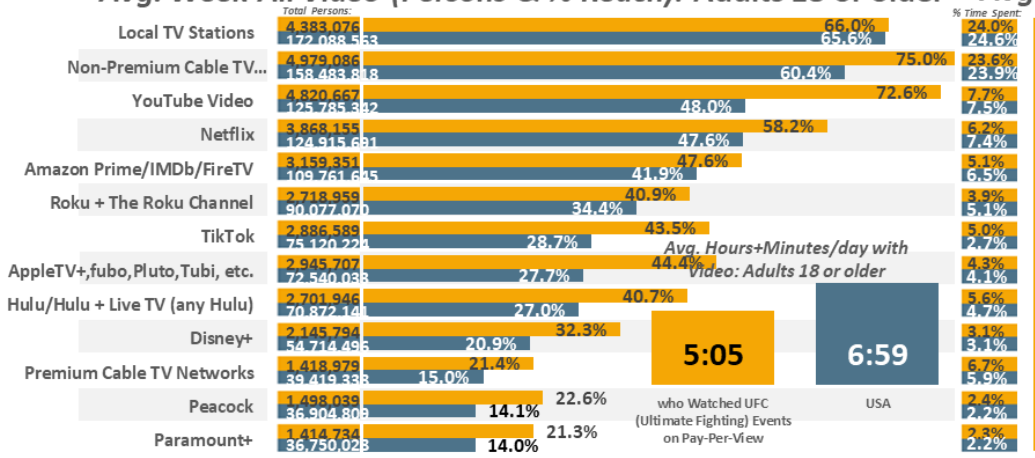
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

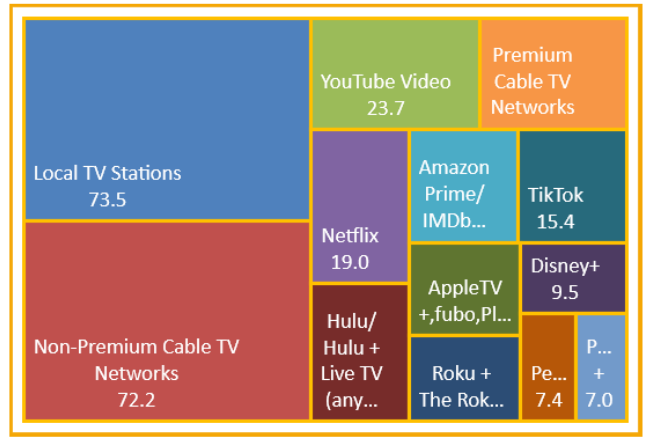
Watched UFC on Pay-Per View

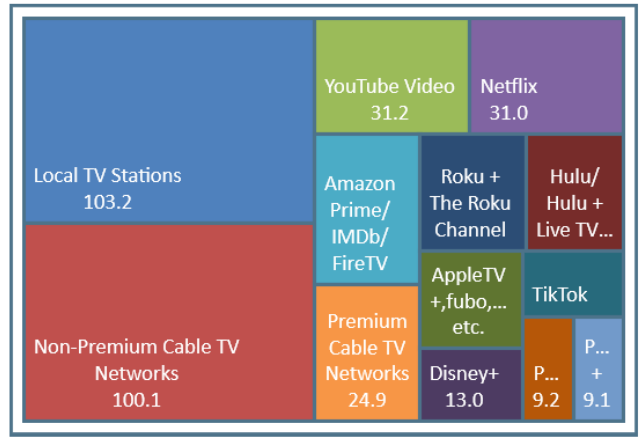
4,301,261 or 64.8% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View watch Ad-Supported Local TV Stations for an average of 70.6 minutes every day representing 28.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

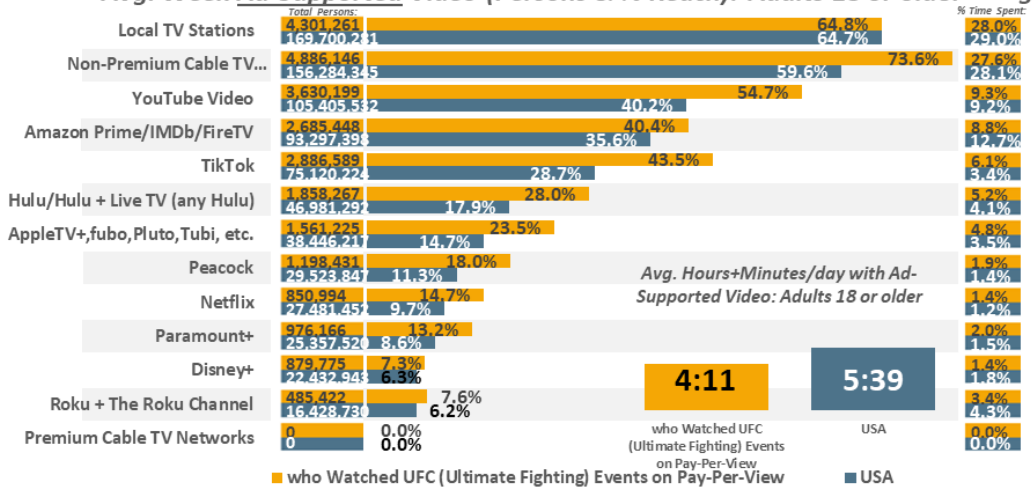


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

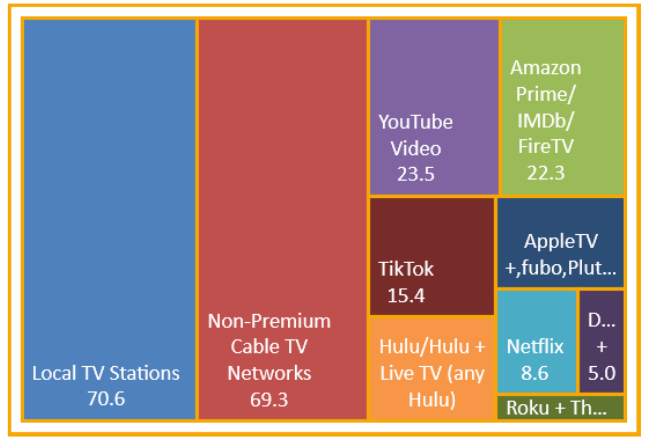


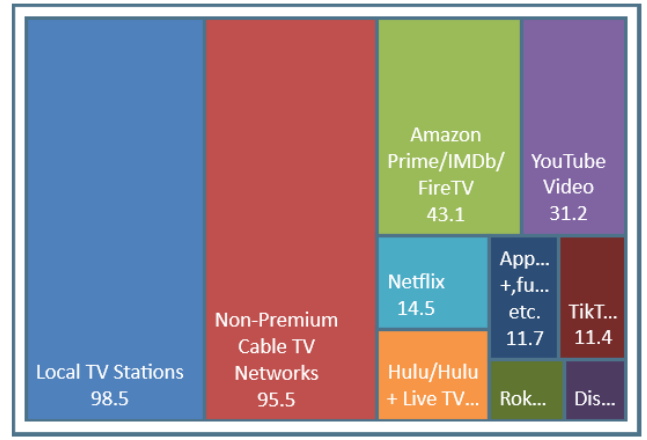


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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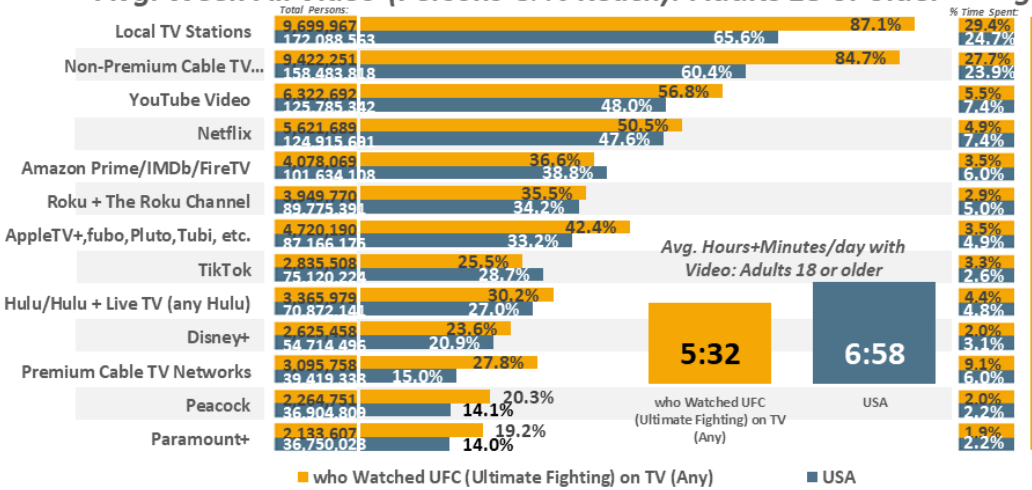
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

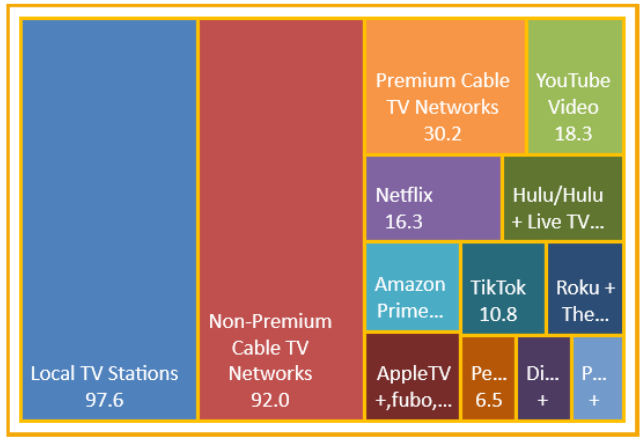
UFC Watched UFC on TV (Any)

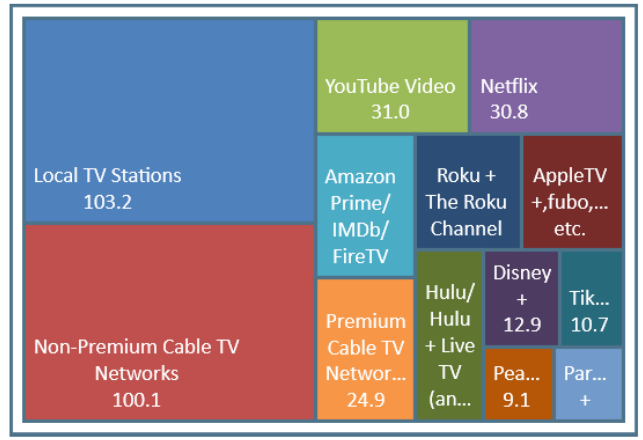
9,447,901 or 84.9% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) watch Ad-Supported Local TV Stations for an average of 91.9 minutes every day representing 32.% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

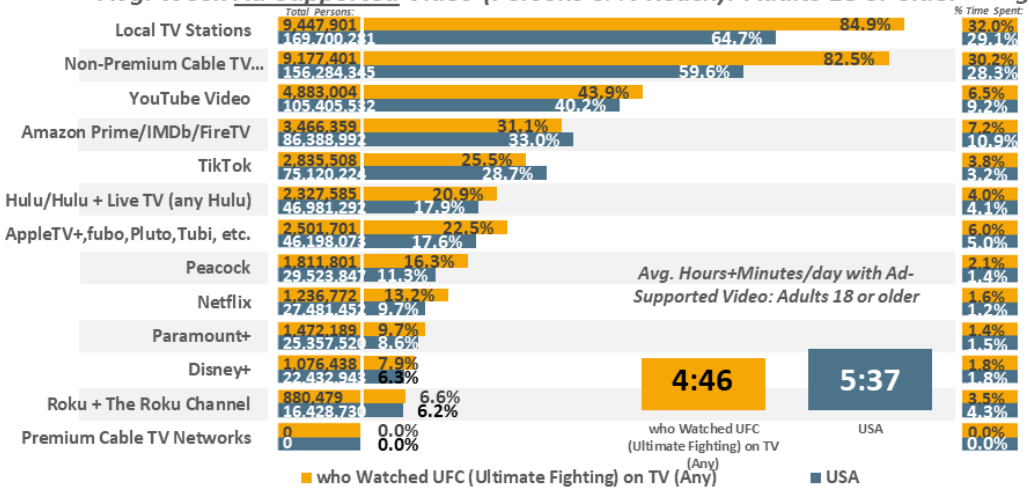


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

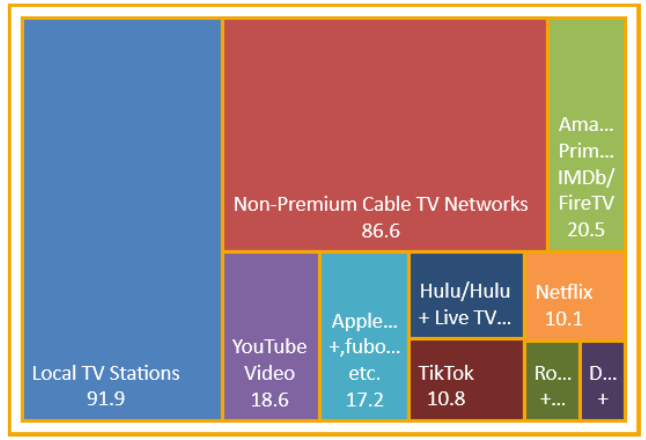


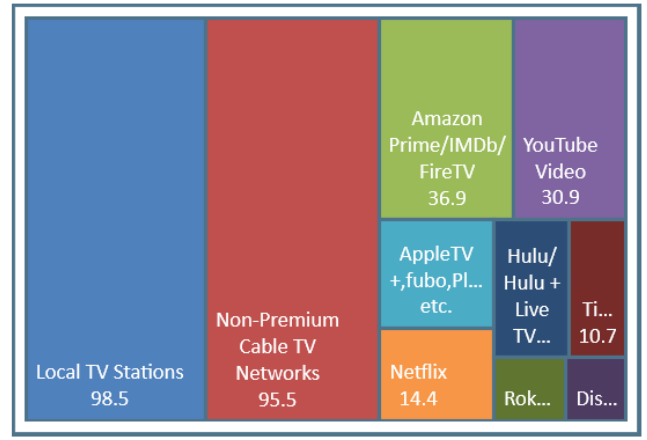


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

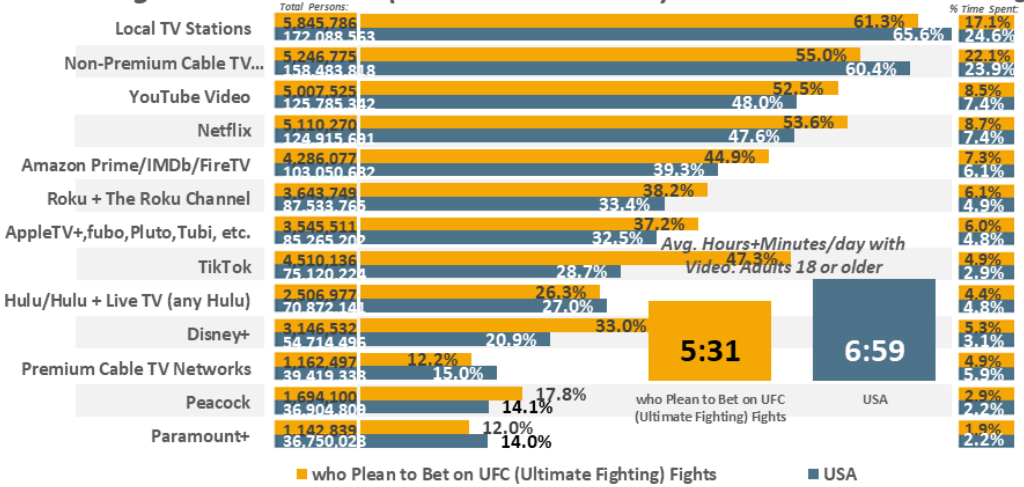
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

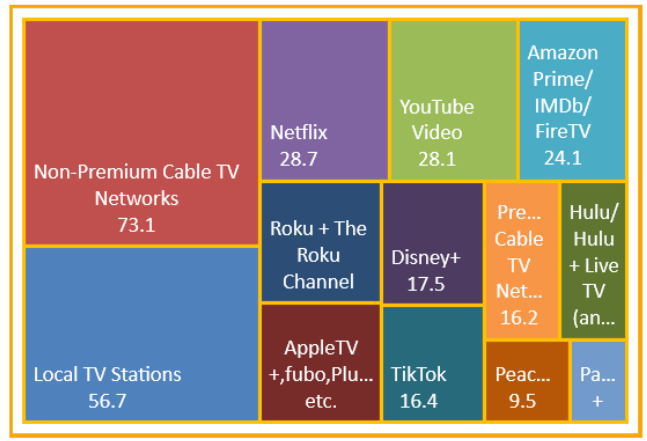
UFC Plan to Bet on UFC Fights

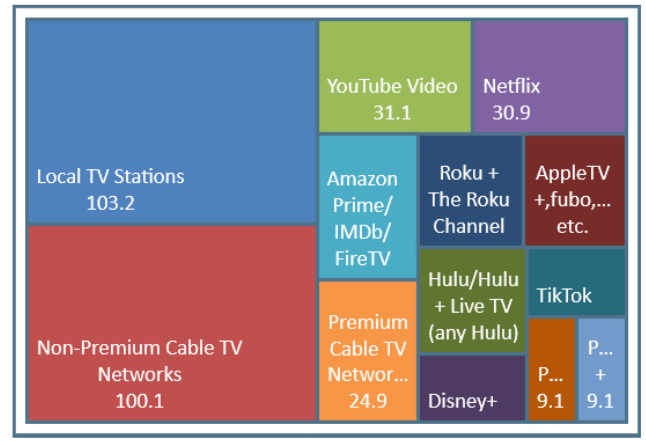
5,794,031 or 60.7% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights watch Ad-Supported Local TV Stations for an average of 54.7 minutes every day representing 21.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

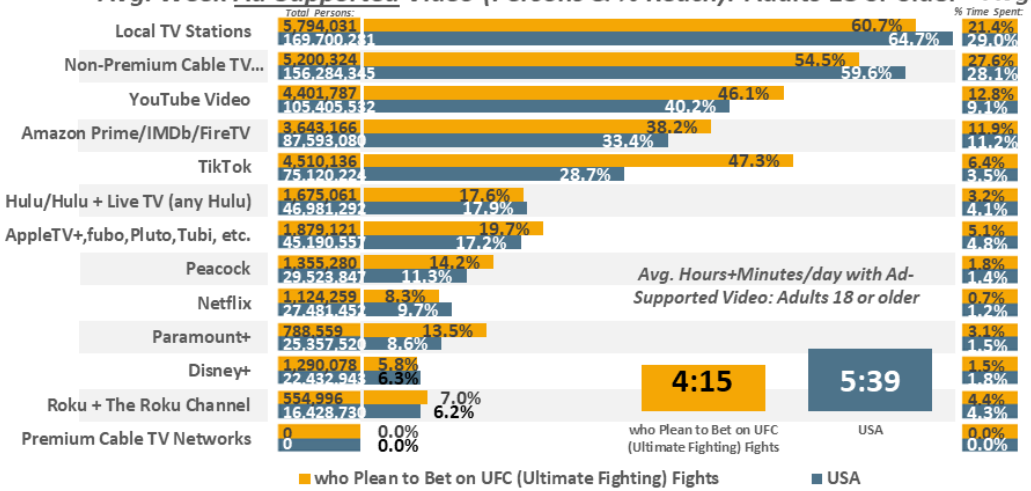


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

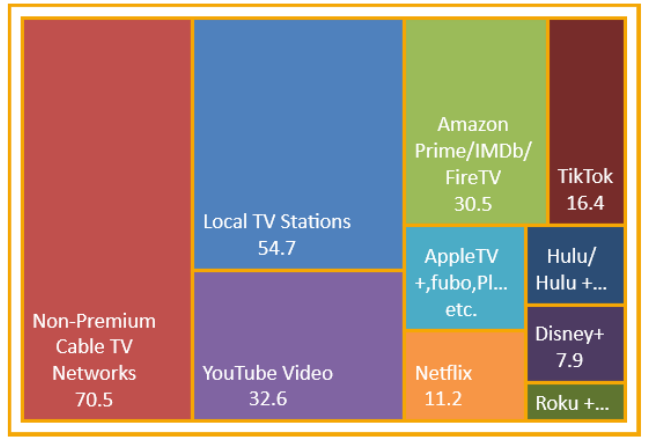


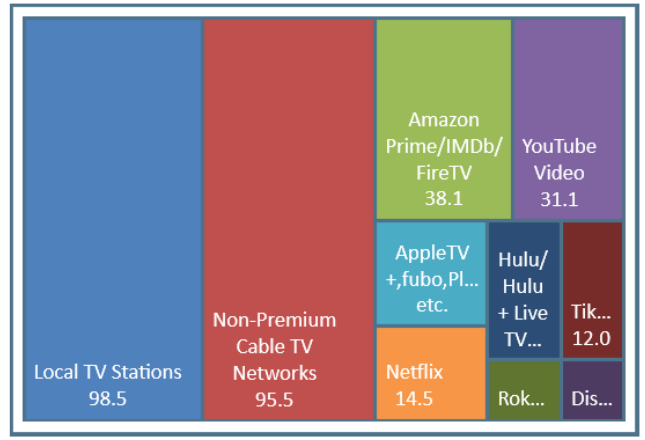


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

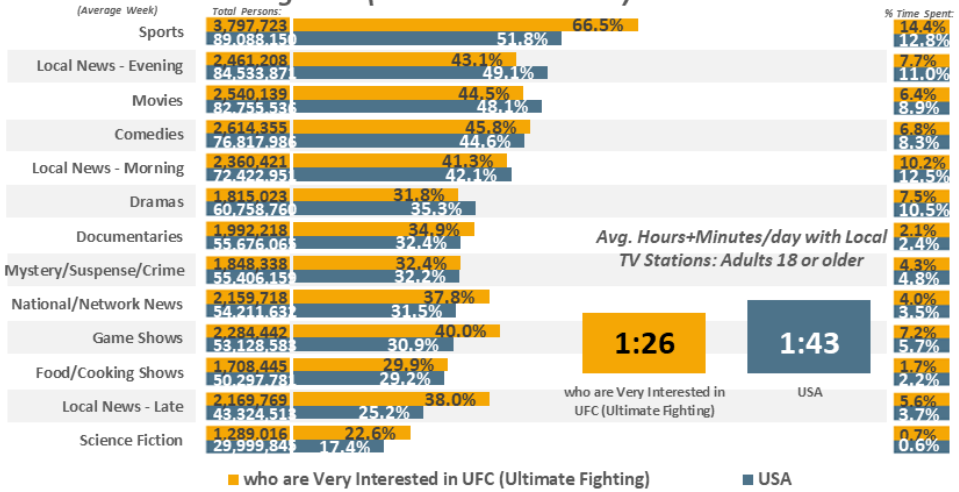
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

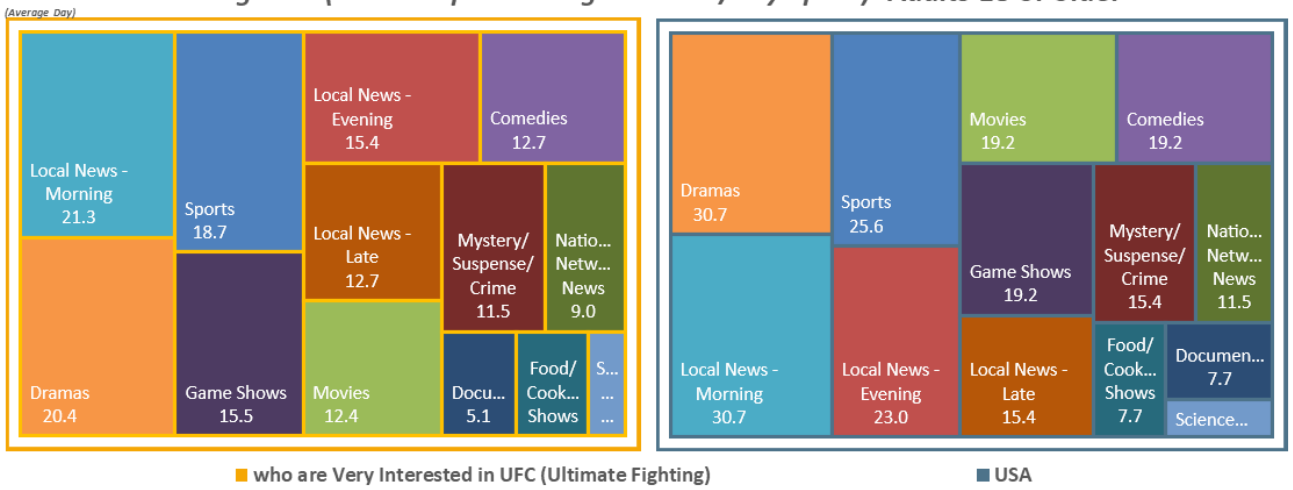
UFC Very Intereresterd in UFC

5,558,105 or 70.4% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

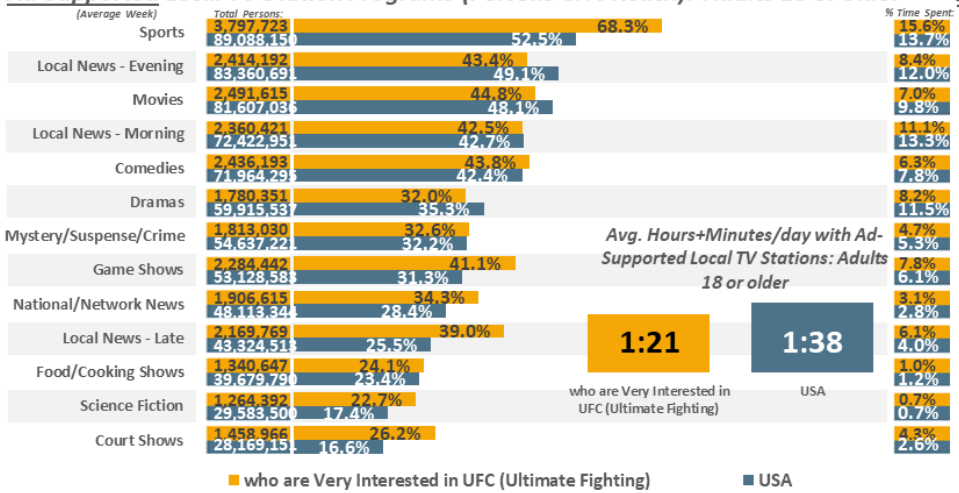
Local TV Station Programs (Persons & % Reach): Adults 18 or older



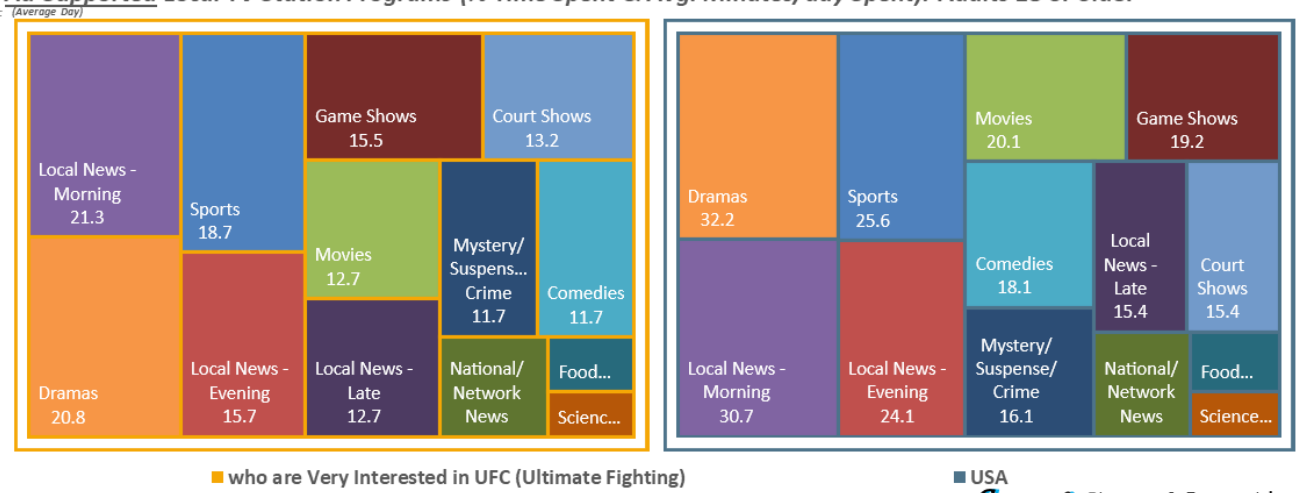
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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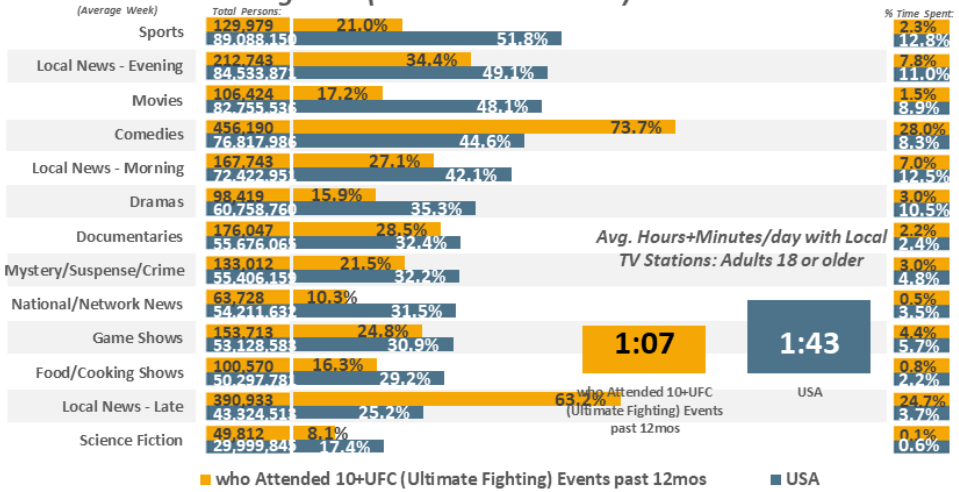
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Current level of interest in UFC (Ultimate Fighting): Very

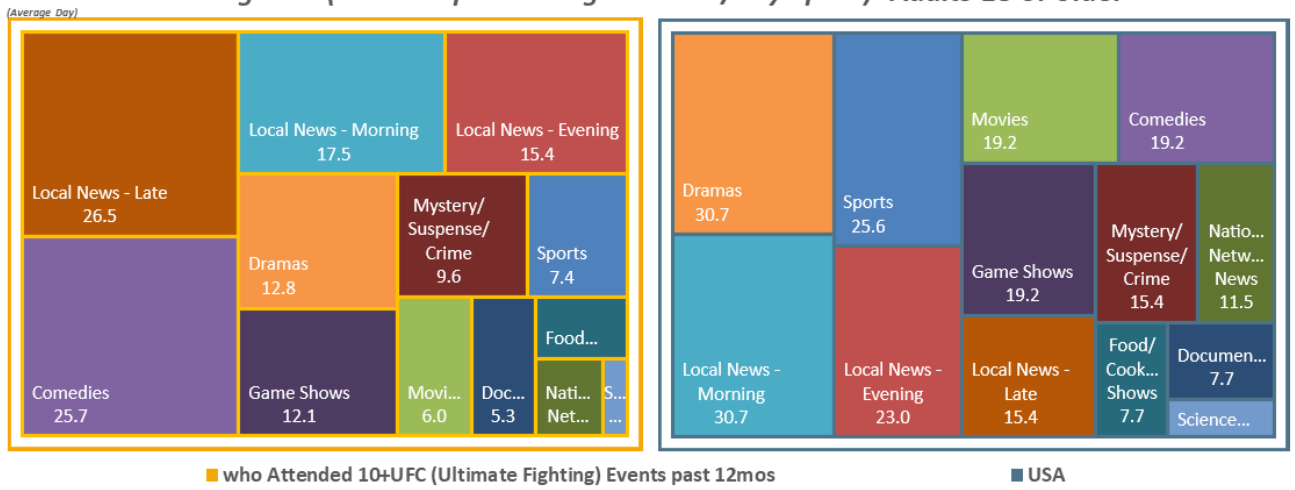
Attended 10+ UFC Events past 12mos

593,431 or 86.2% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Late, Local News - Evening, Local News - Morning, Game Shows, and Mystery/

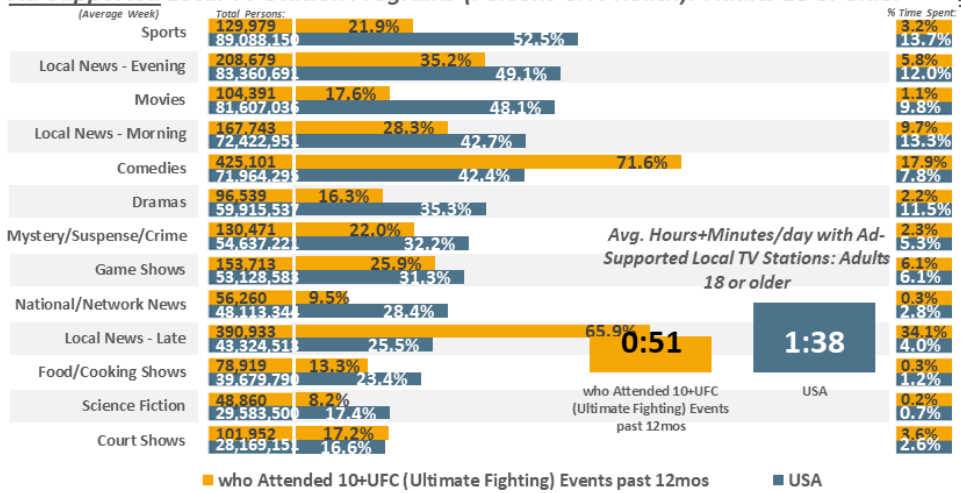
Local TV Station Programs (Persons & % Reach): Adults 18 or older



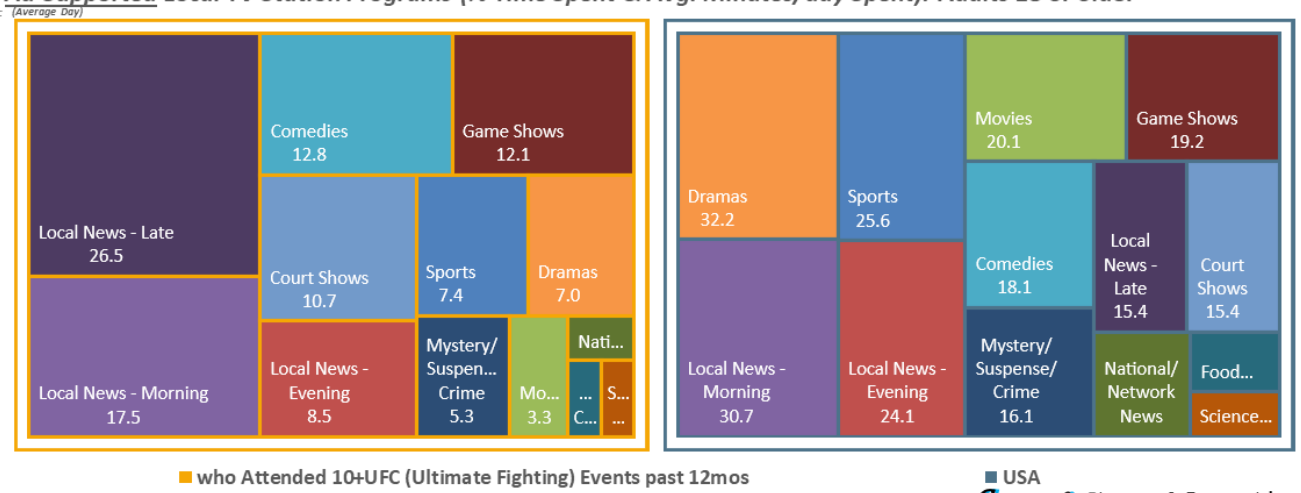
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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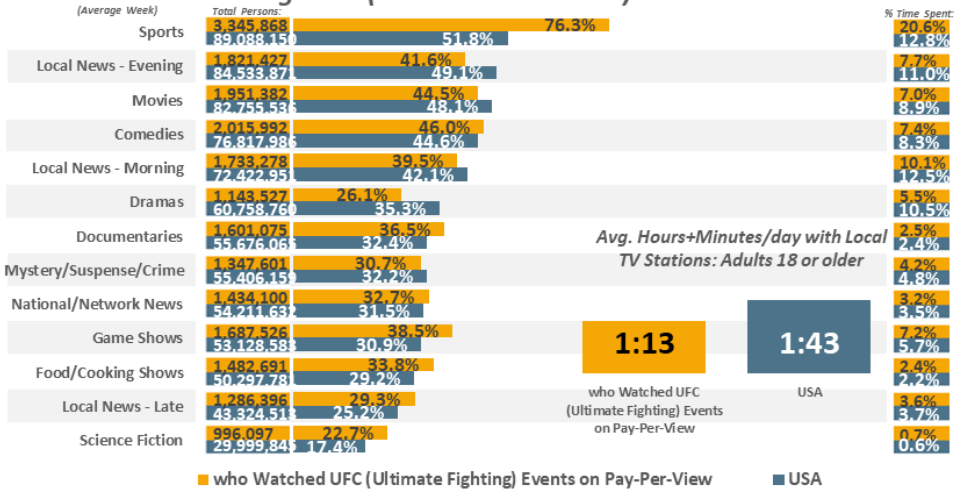
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

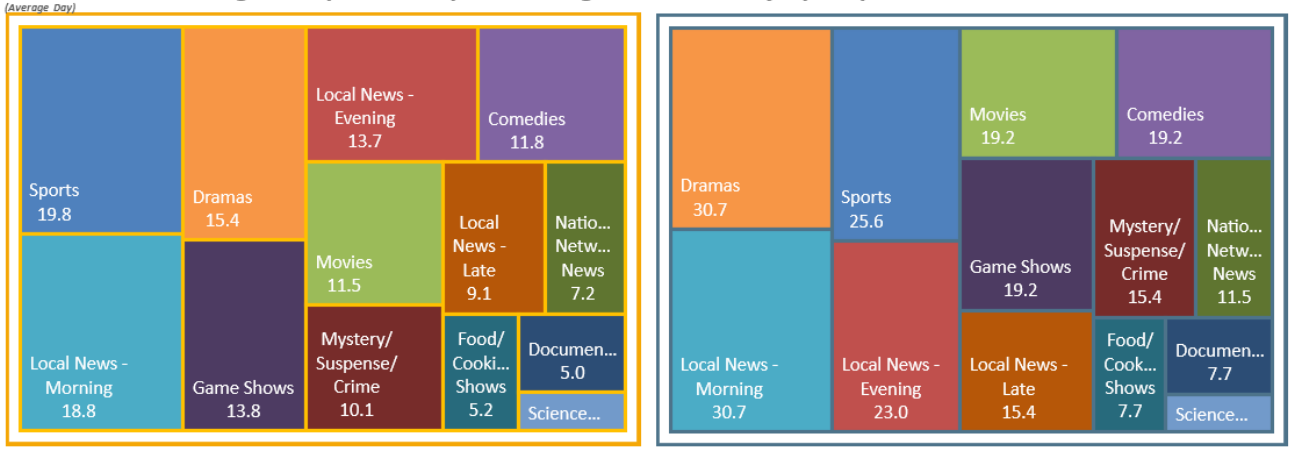
UFC Watched UFC on Pay-Per View

4,301,261 or 64.8% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Game Shows.

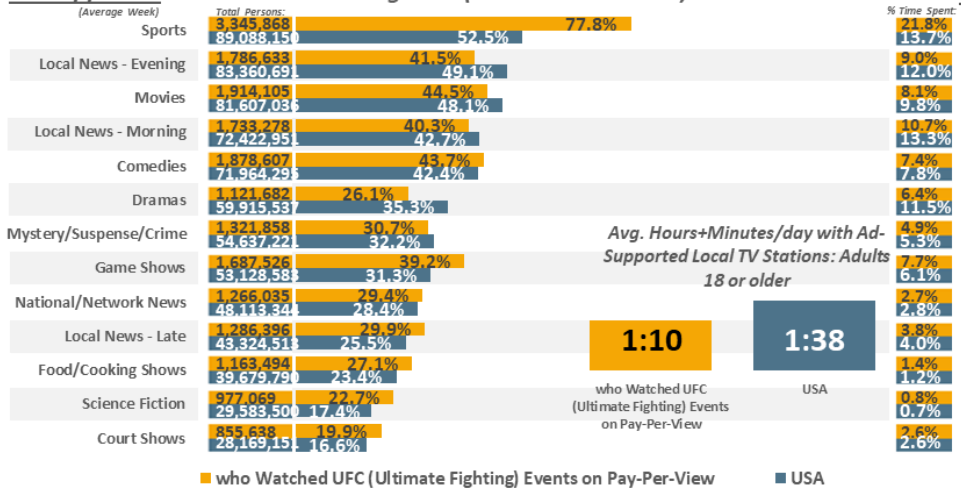
Local TV Station Programs (Persons & % Reach): Adults 18 or older



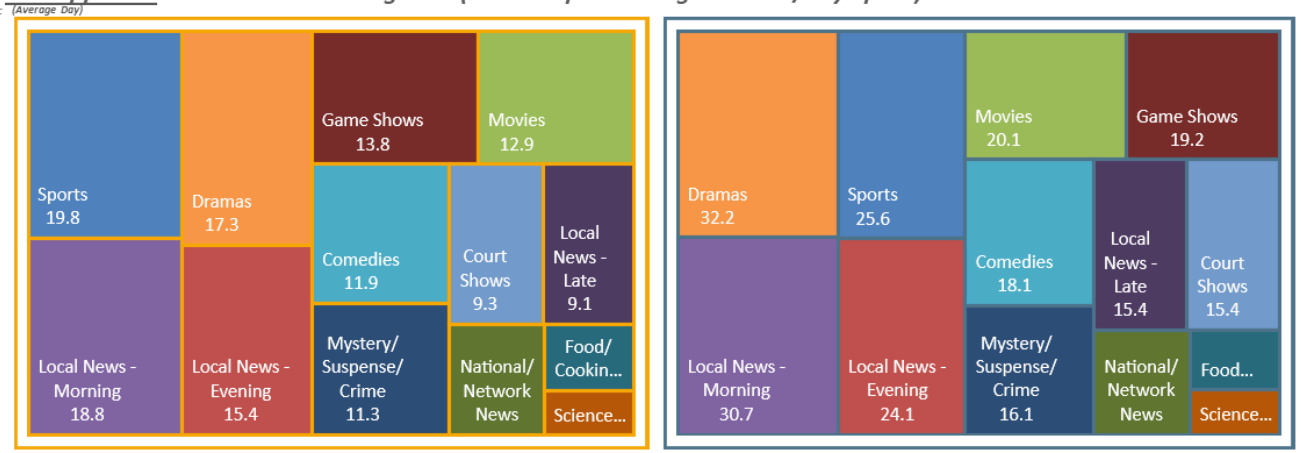
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *1,914*

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USA Jan23-Feb24 *USA Projection* *Scarborough R1 2024: Feb23-Apr24* *Qual Intab* *23,333*

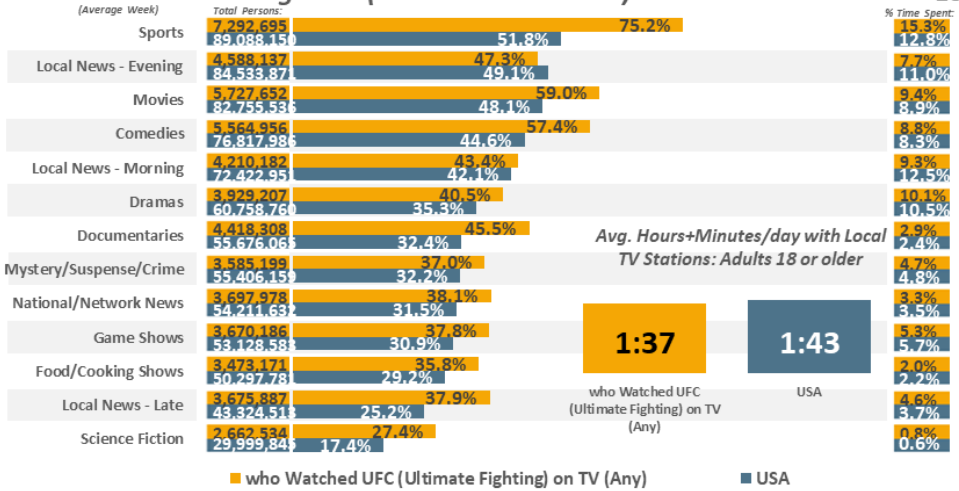
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

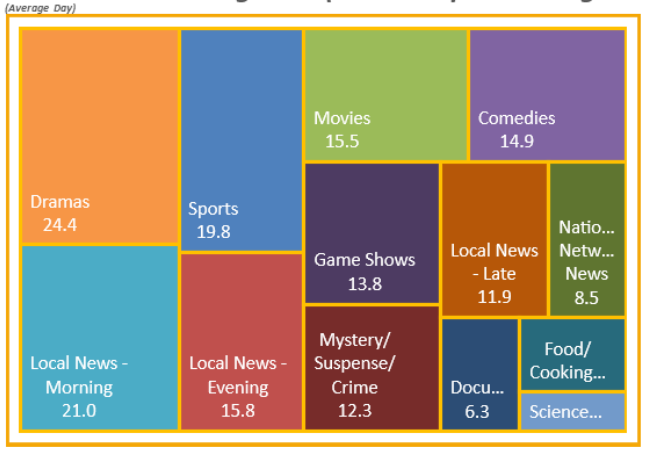
UFC Watched UFC on TV (Any)

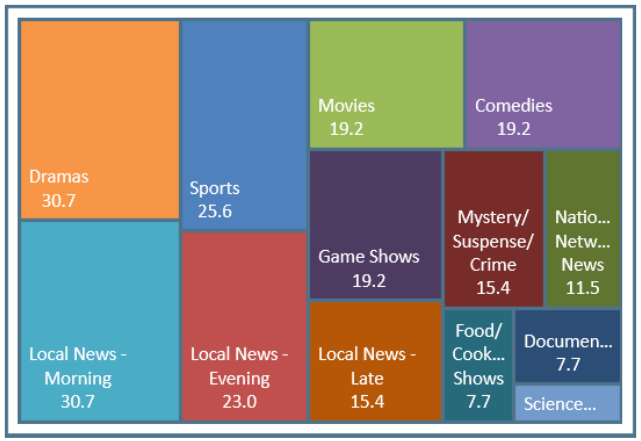
9,447,901 or 84.9% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Evening, Local News - Morning, and Dramas.

Local TV Station Programs (Persons & % Reach): Adults 18 or older

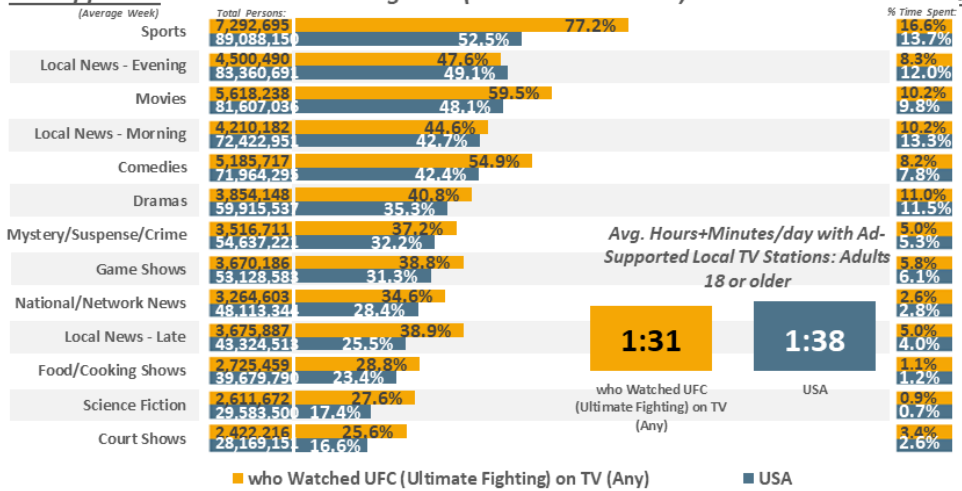


Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

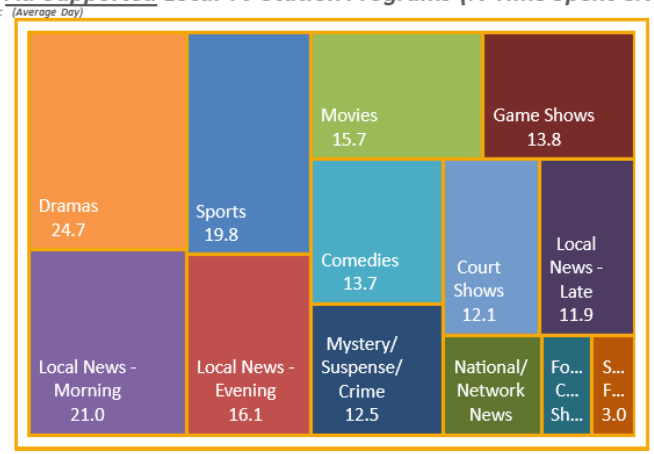


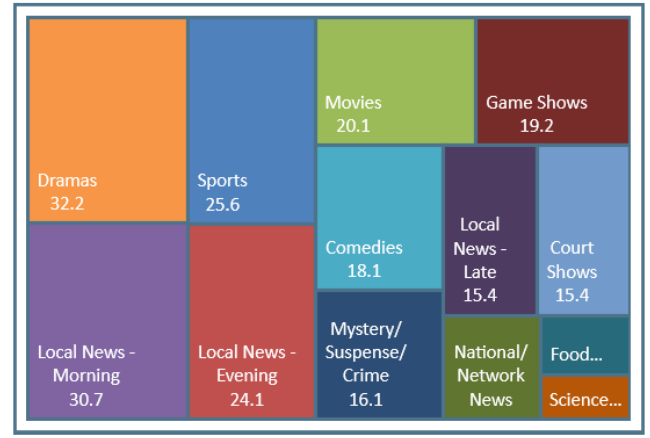


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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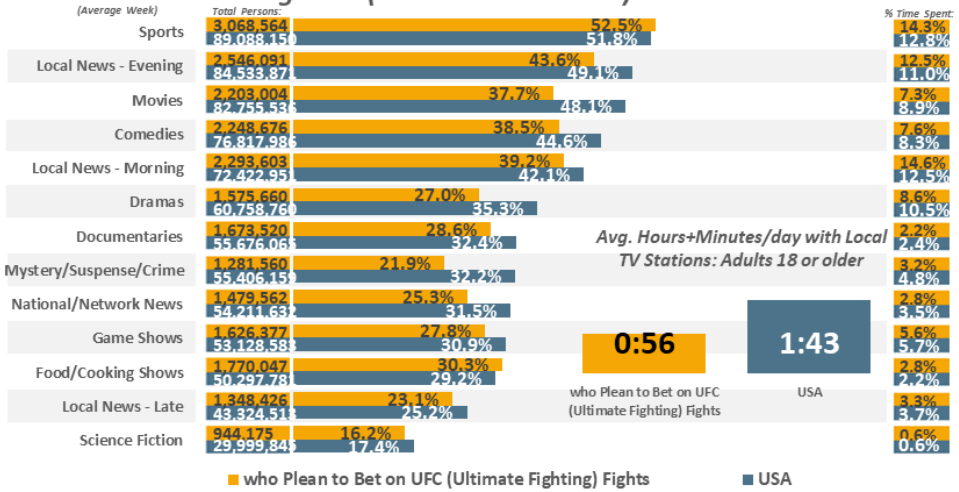
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

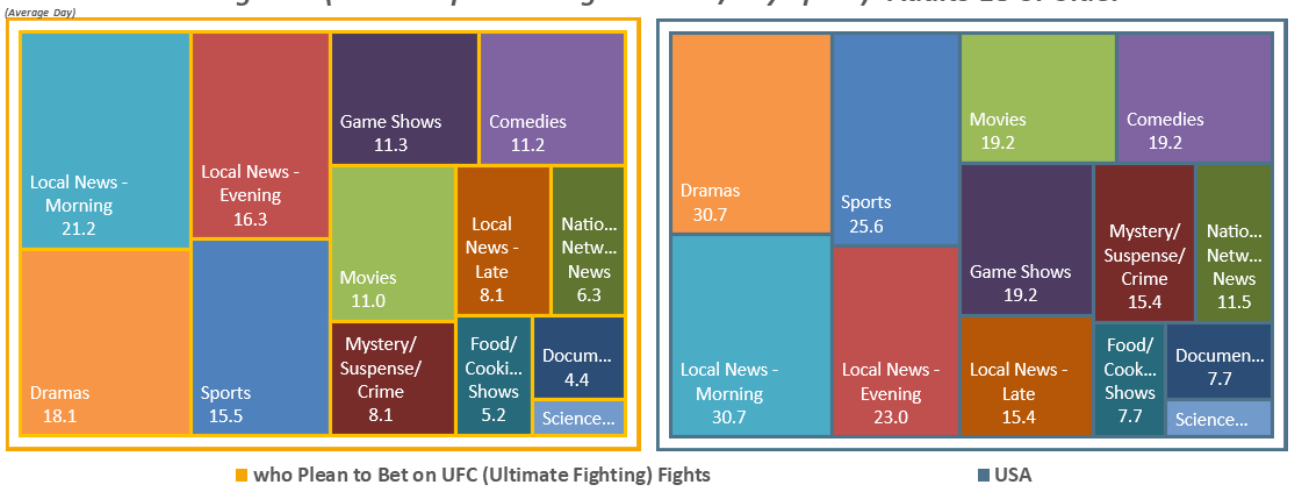
UFC Plan to Bet on UFC Fights

5,794,031 or 60.7% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

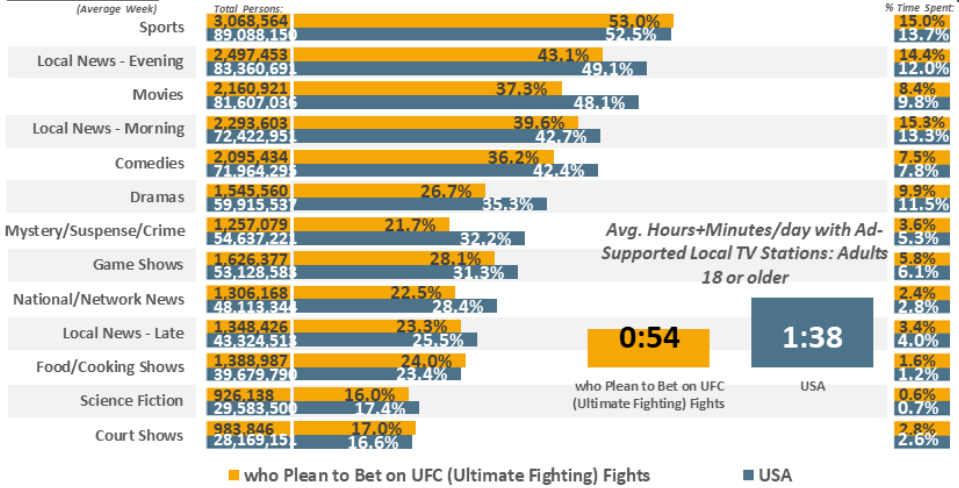
Local TV Station Programs (Persons & % Reach): Adults 18 or older



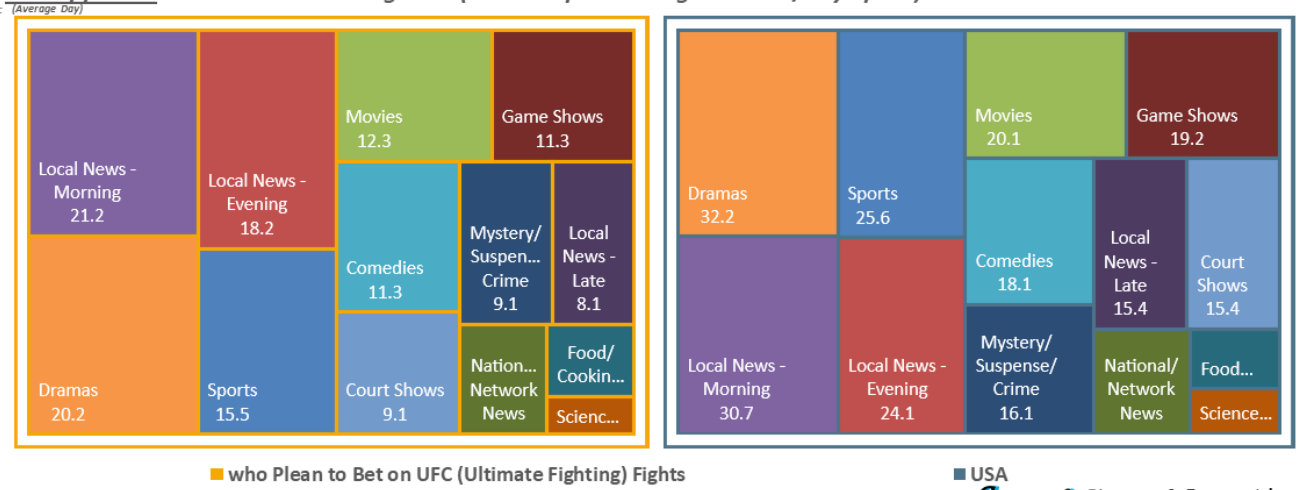
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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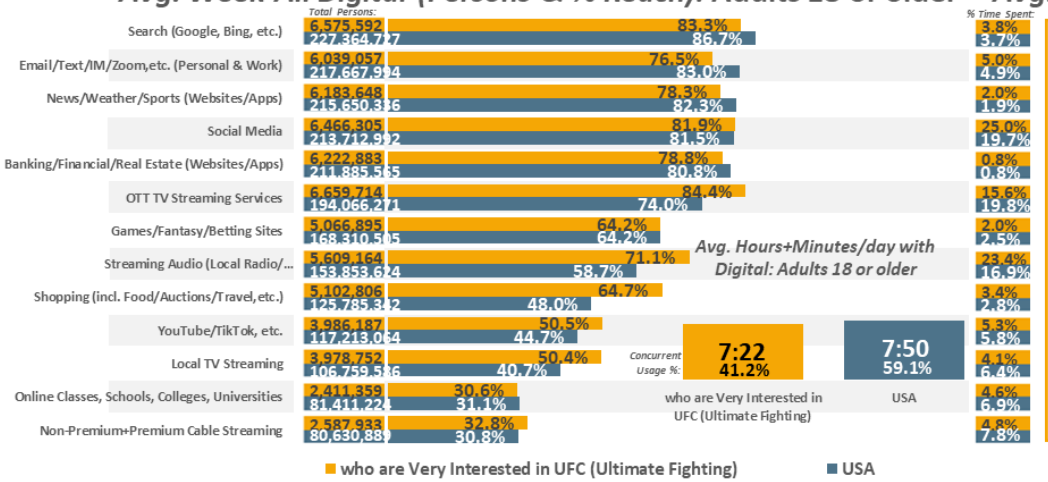
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

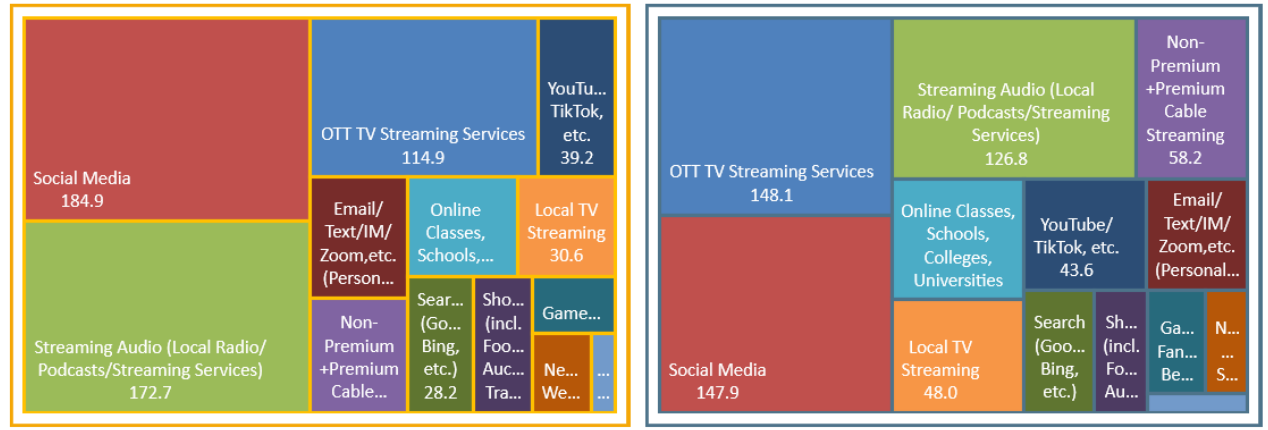
UFC Very Intereresed in UFC

5,741,642 or 72.7% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.2% of all time spent daily with Ad-Supported Digital Media.

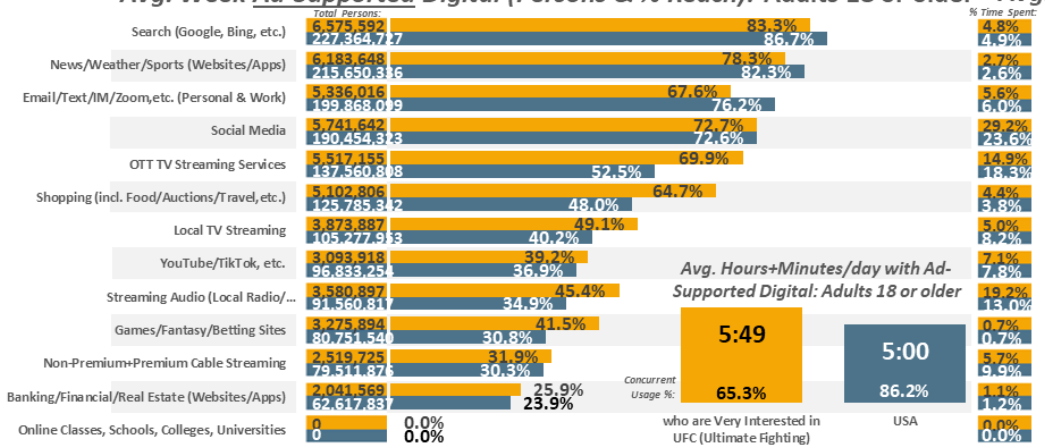
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



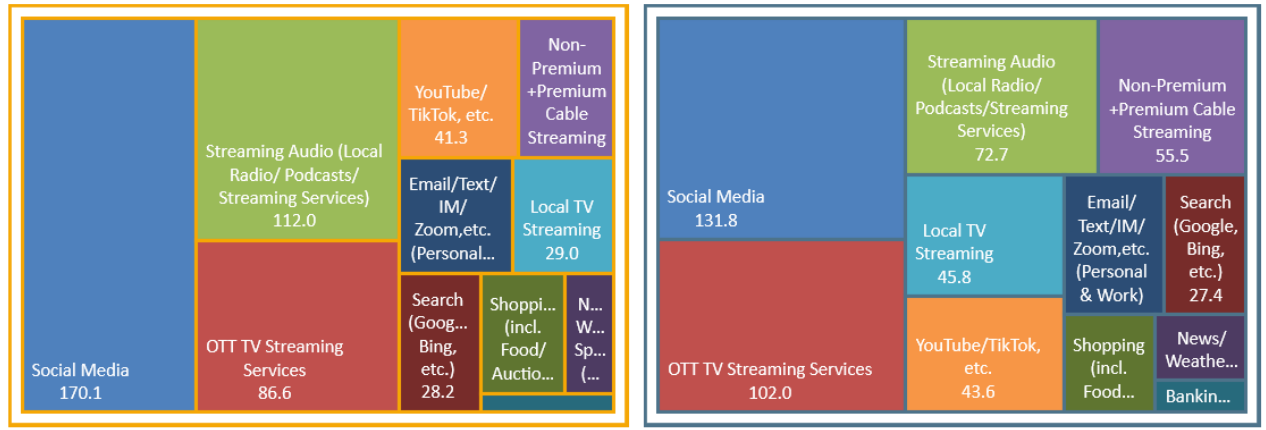
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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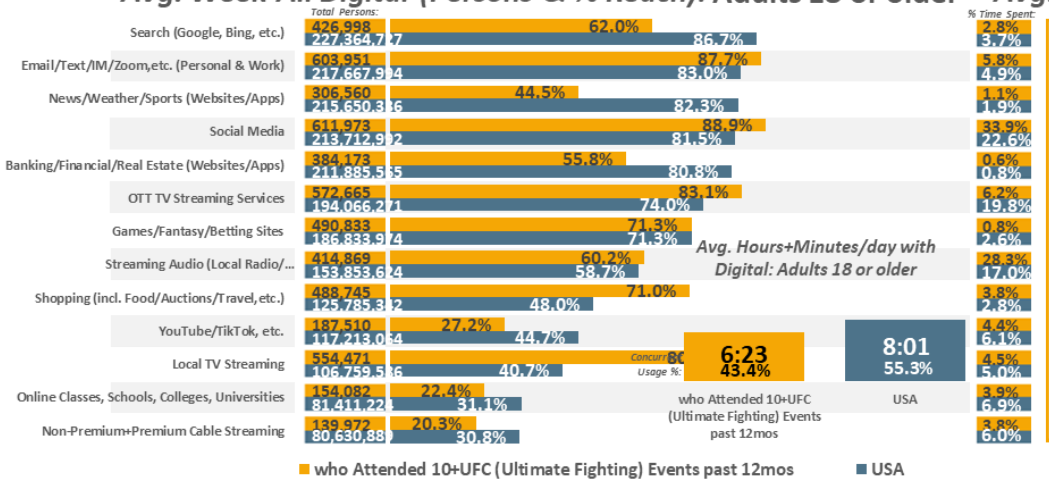
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Current level of interest in UFC (Ultimate Fighting): Very

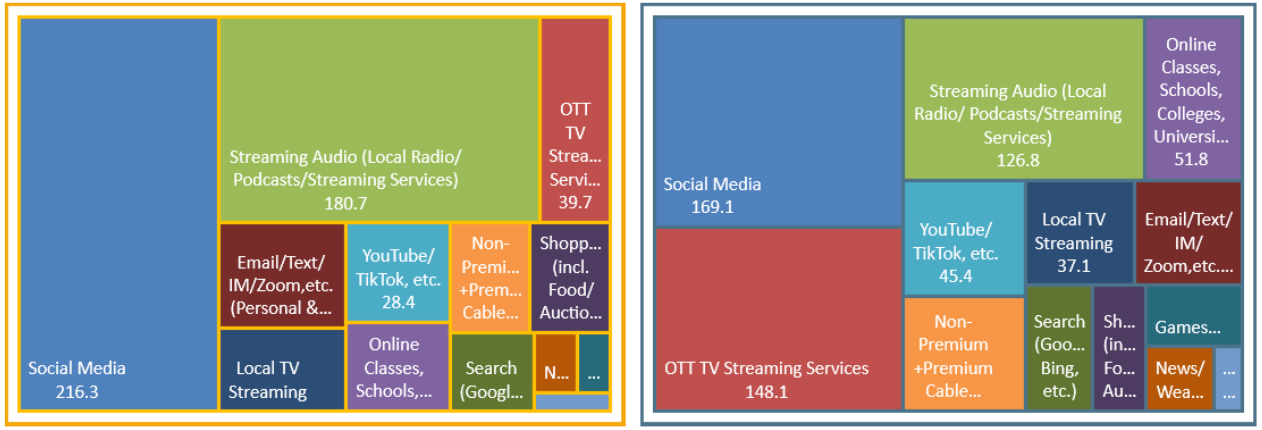
UFC Attended 10+ UFC Events past 12mos

597,959 or 86.8% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos use Ad-Supported Social Media for an average of 199. minutes every day representing 37.9% of all time spent daily with Ad-Supported Digital Media.

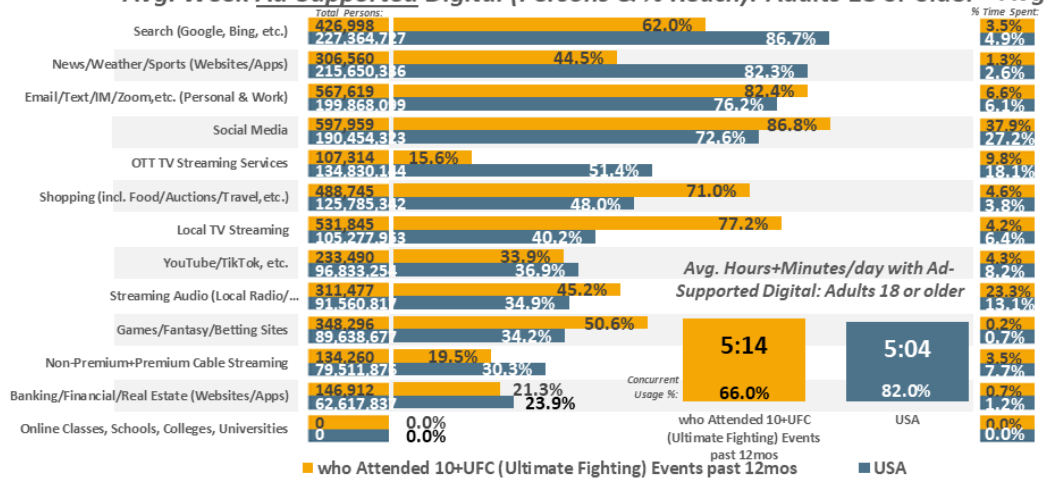
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



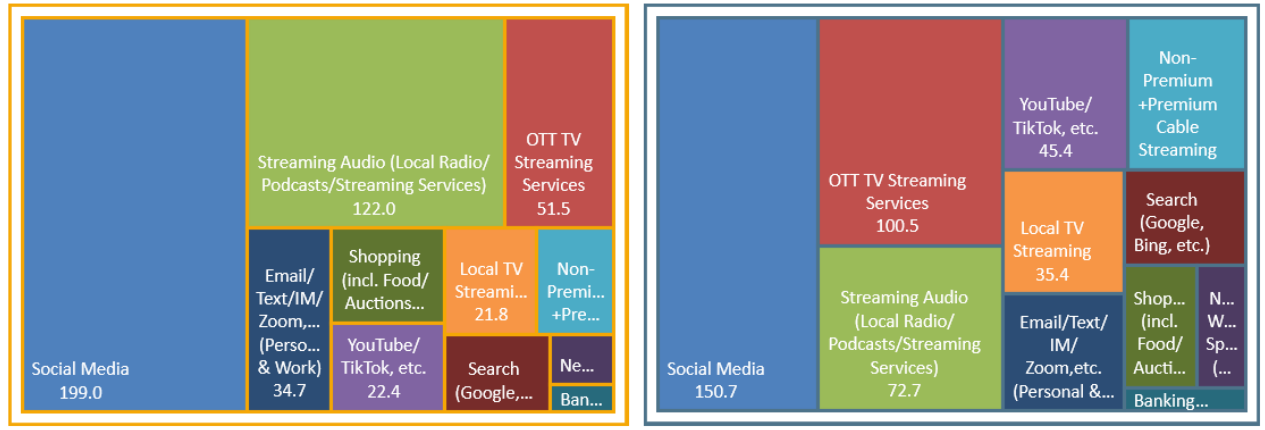
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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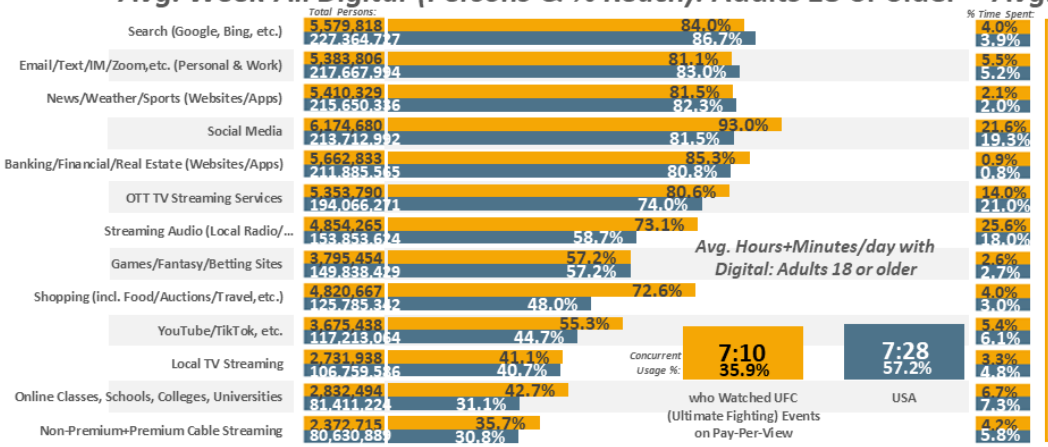
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

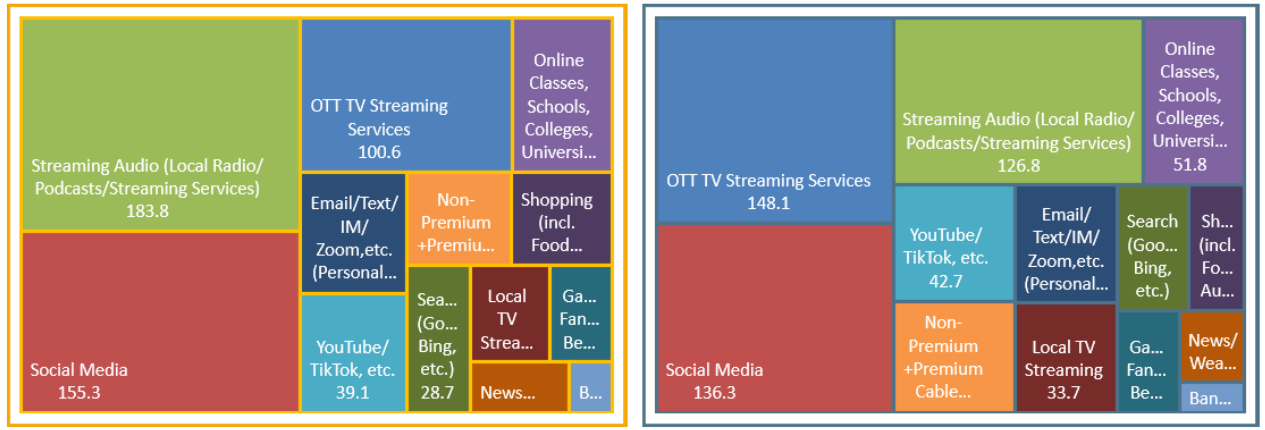
Watched UFC on Pay-Per View

5,380,086 or 81.% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View use Ad-Supported Social Media for an average of 142.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

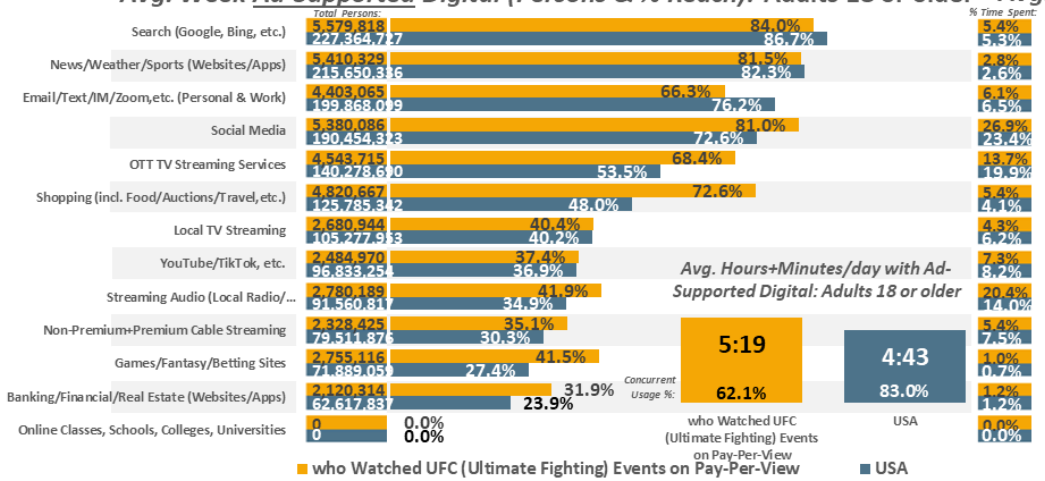
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



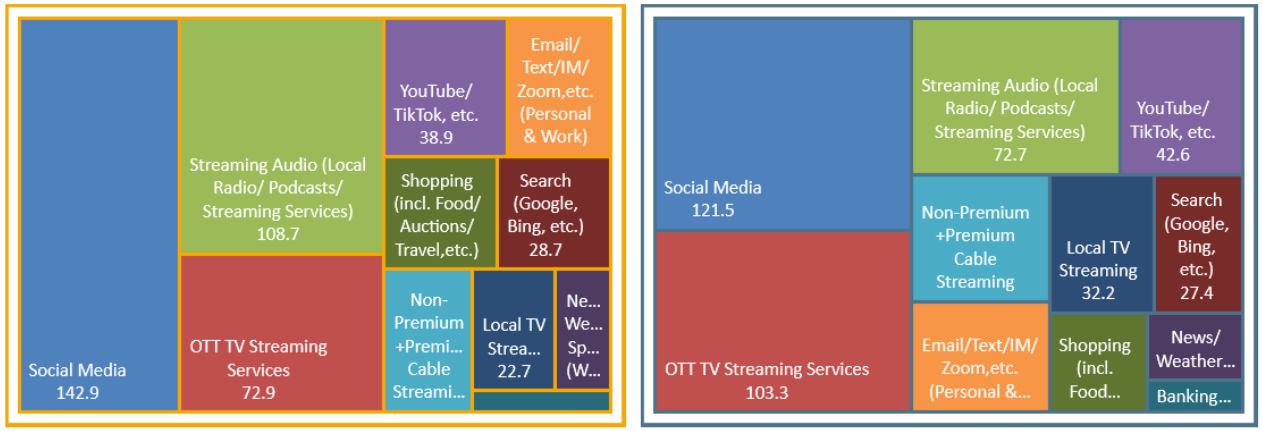
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

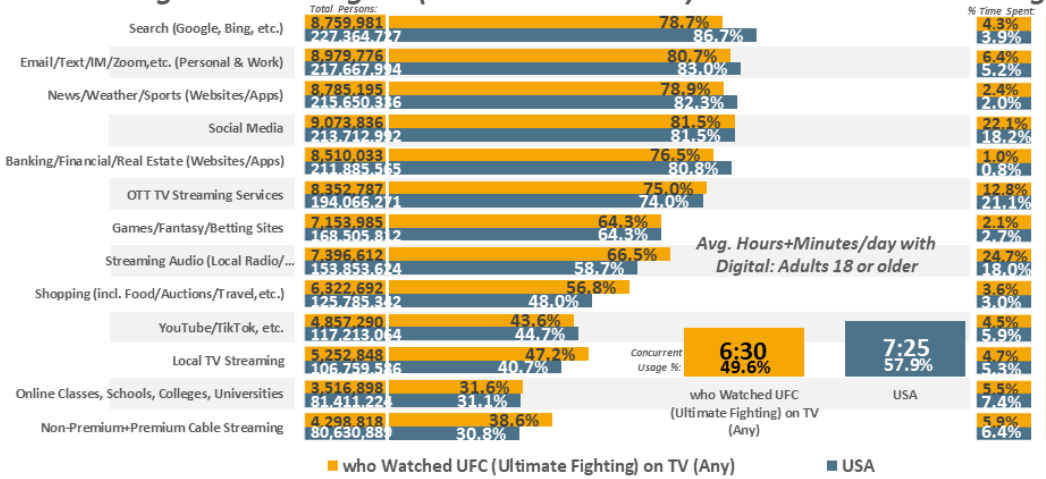
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

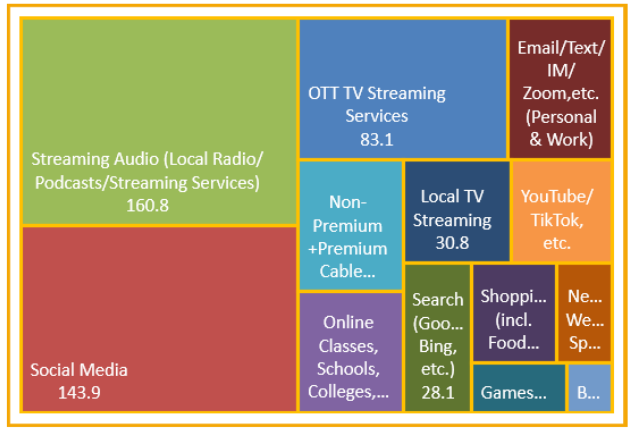
Watched UFC on TV (Any)

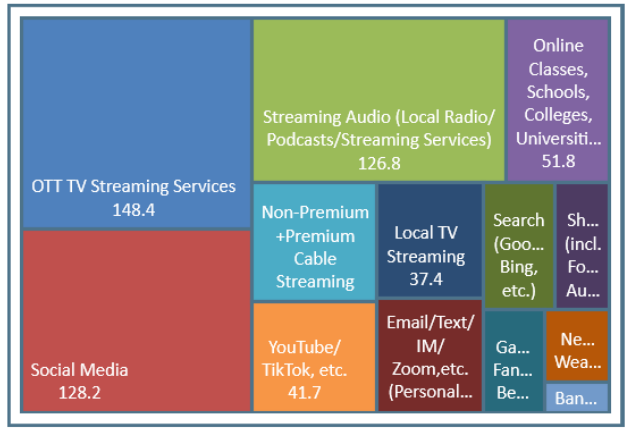
8,121,178 or 73.% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) use Ad-Supported Social Media for an average of 132.4 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

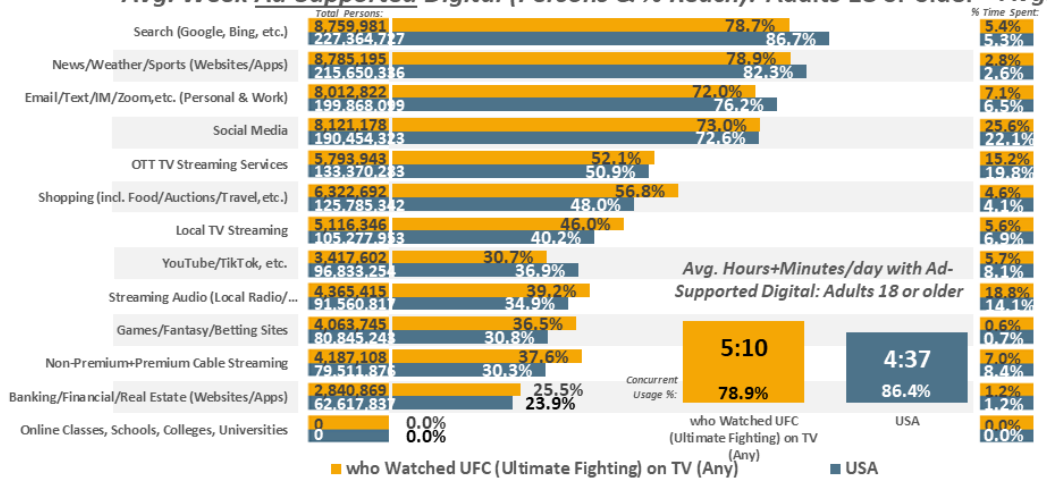


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

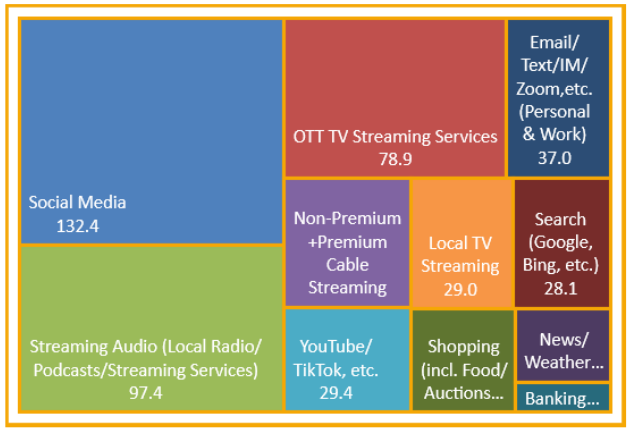


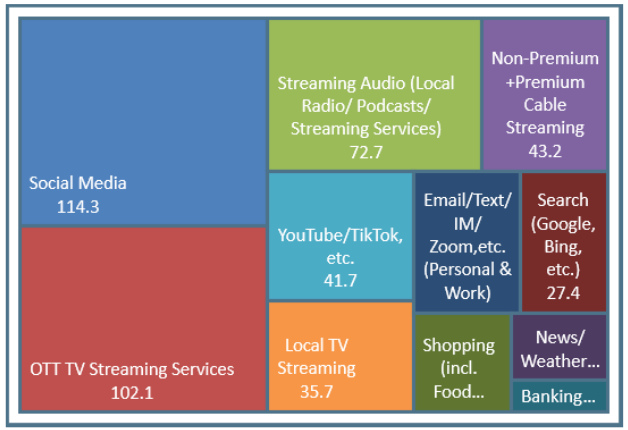


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

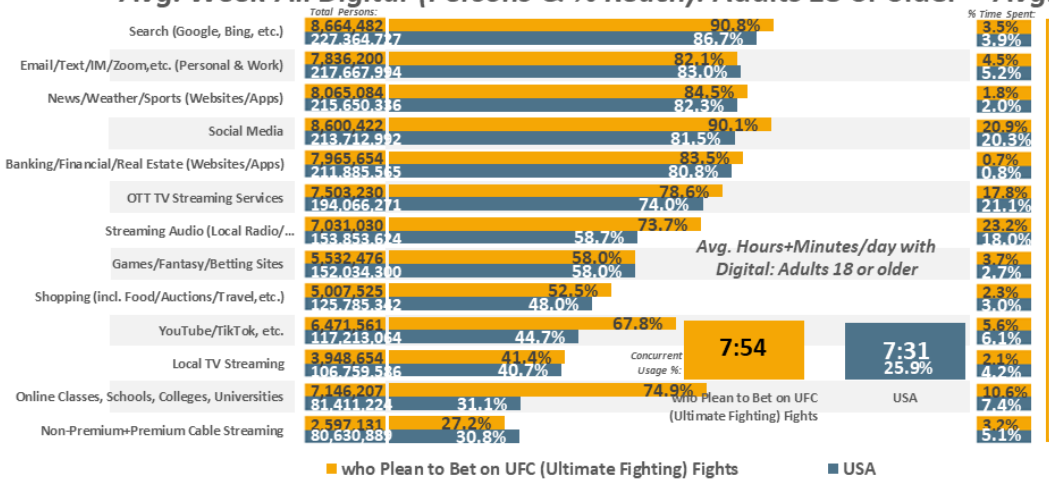
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

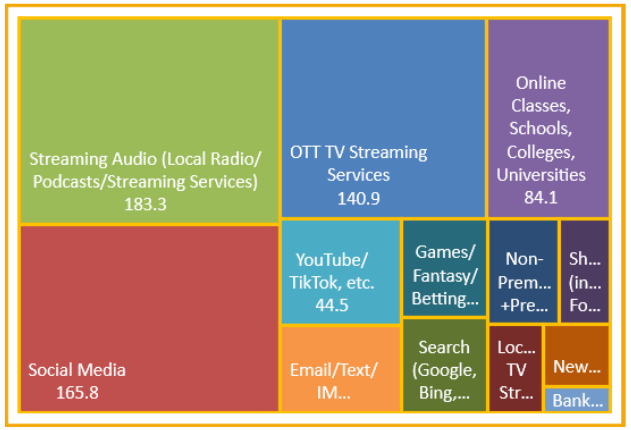
Plan to Bet on UFC Fights

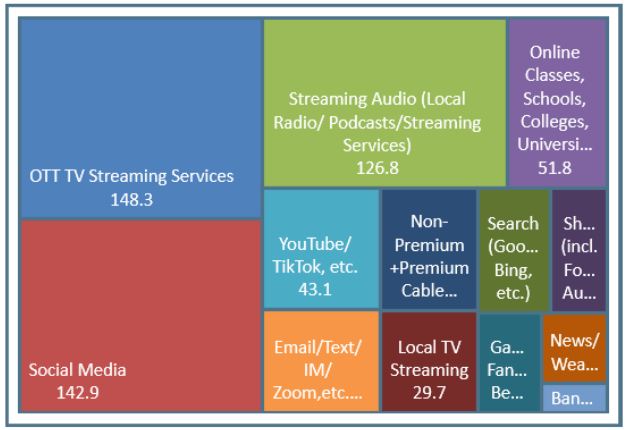
6,289,304 or 65.9% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights use Ad-Supported Social Media for an average of 121.2 minutes every day representing 25.3% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older

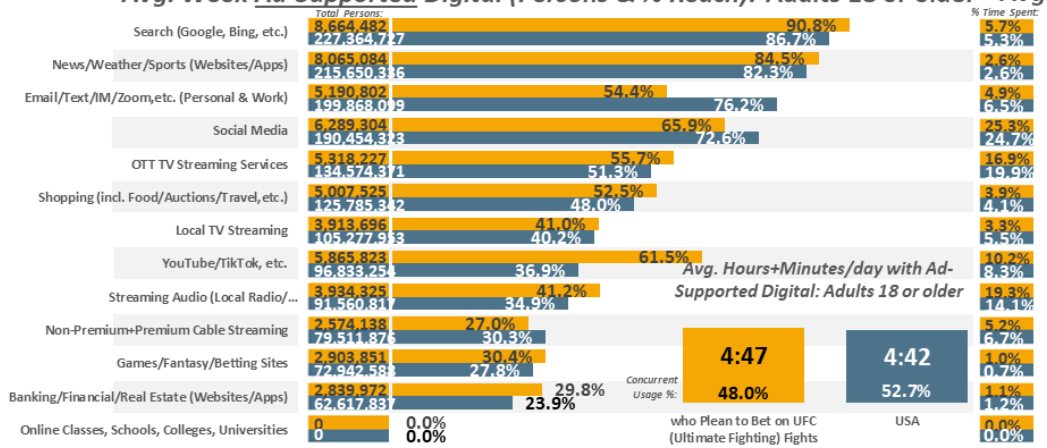


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

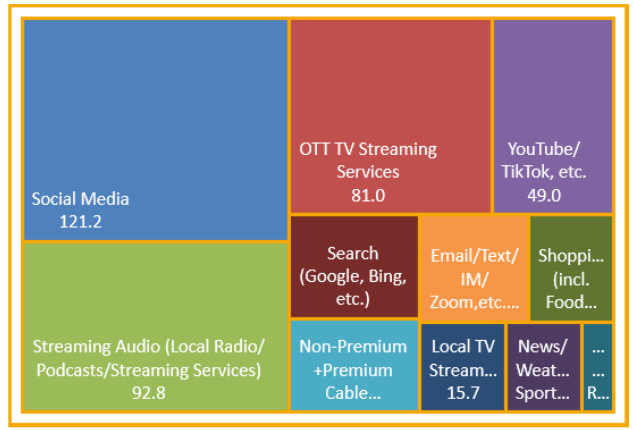


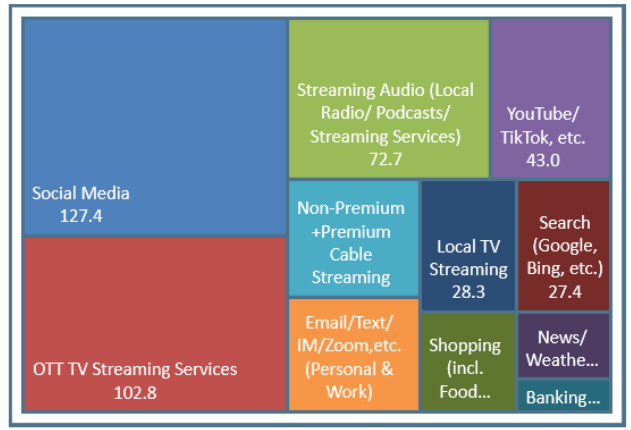


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

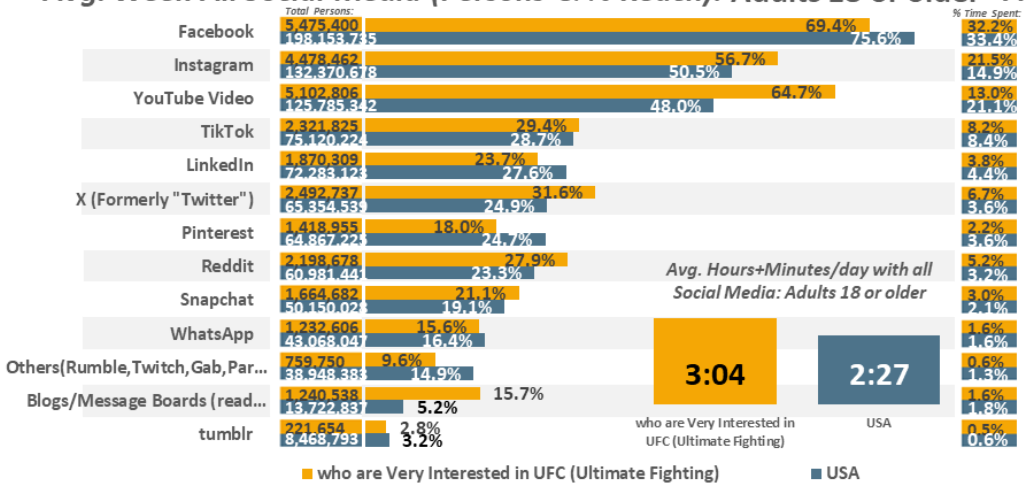
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

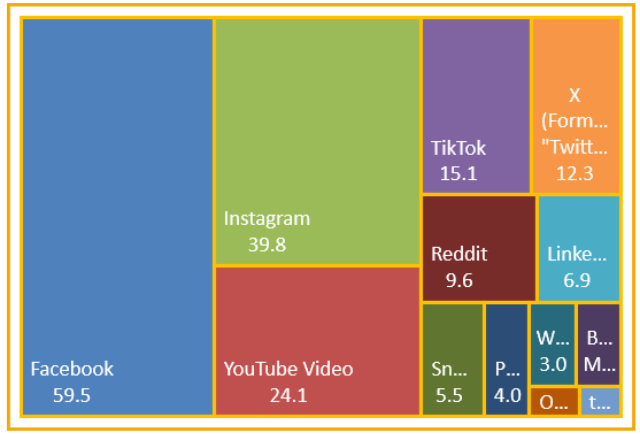
UFC *Very Intererested in UFC*

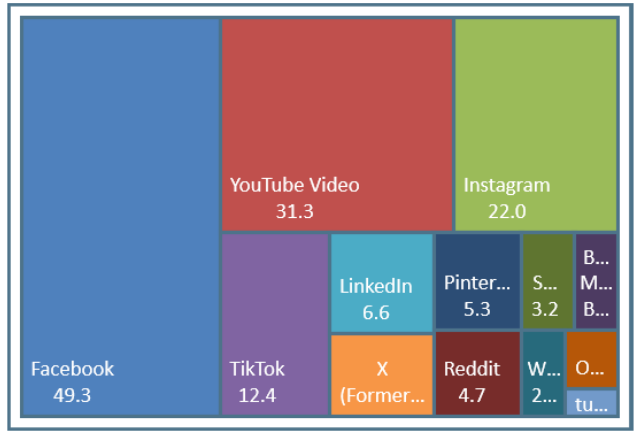
5,475,400 or 69.4% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) use Ad-Supported Facebook for an average of 57.6 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

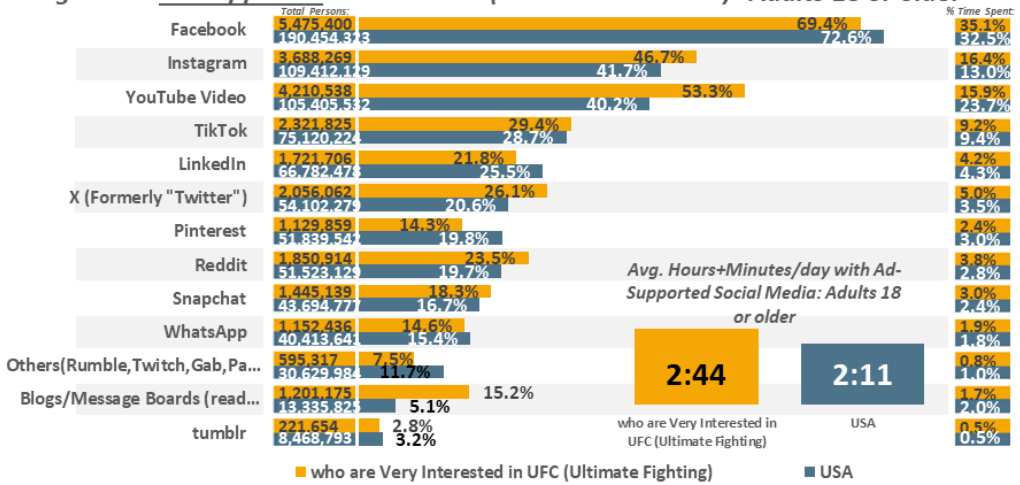


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

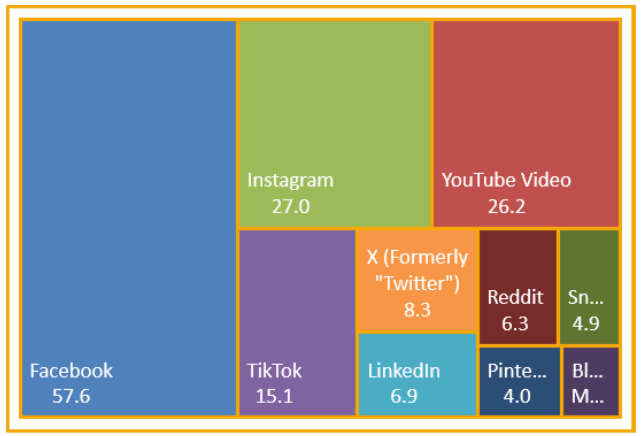


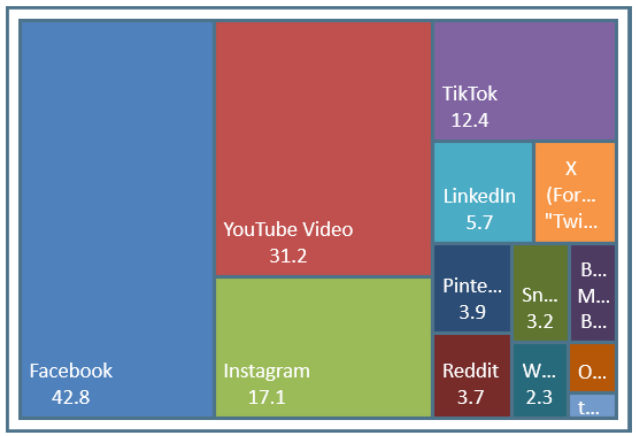


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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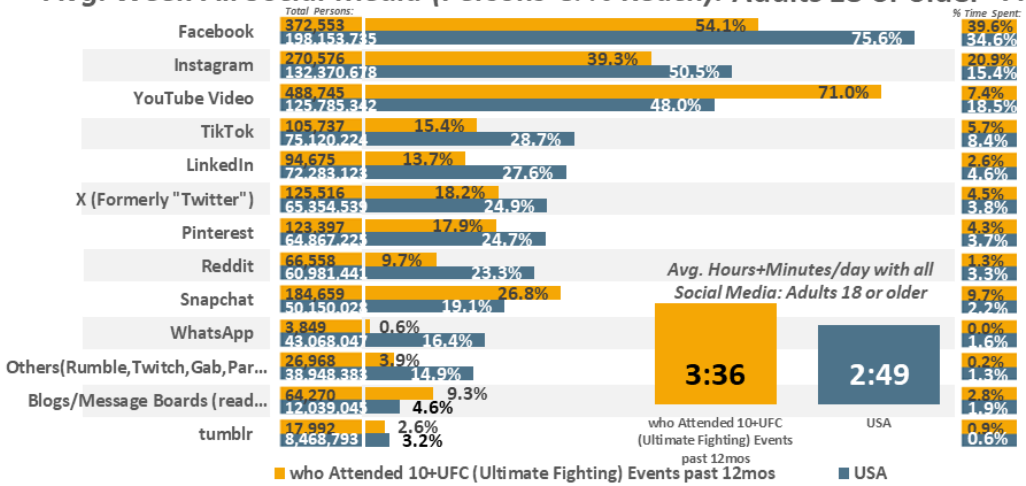
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Current level of interest in UFC (Ultimate Fighting): Very

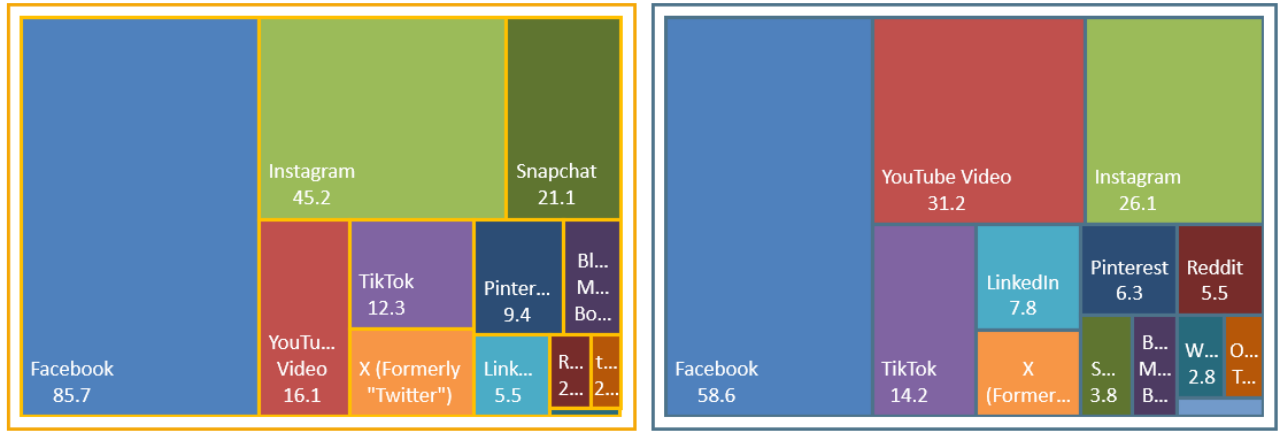
UFC Attended 10+ UFC Events past 12mos

372,553 or 54.1% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos use Ad-Supported Facebook for an average of 97. minutes every day representing 45.9% of all time spent daily with Ad-Supported Social Media.

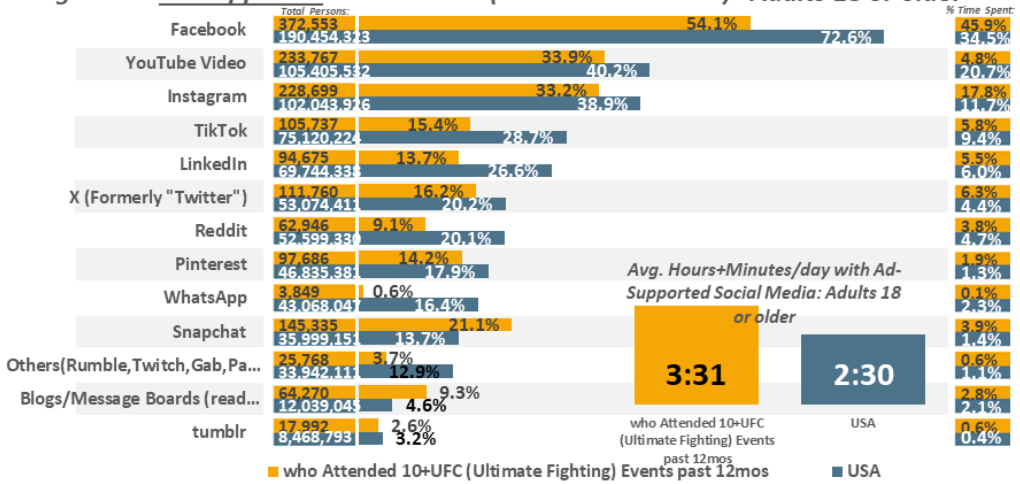
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



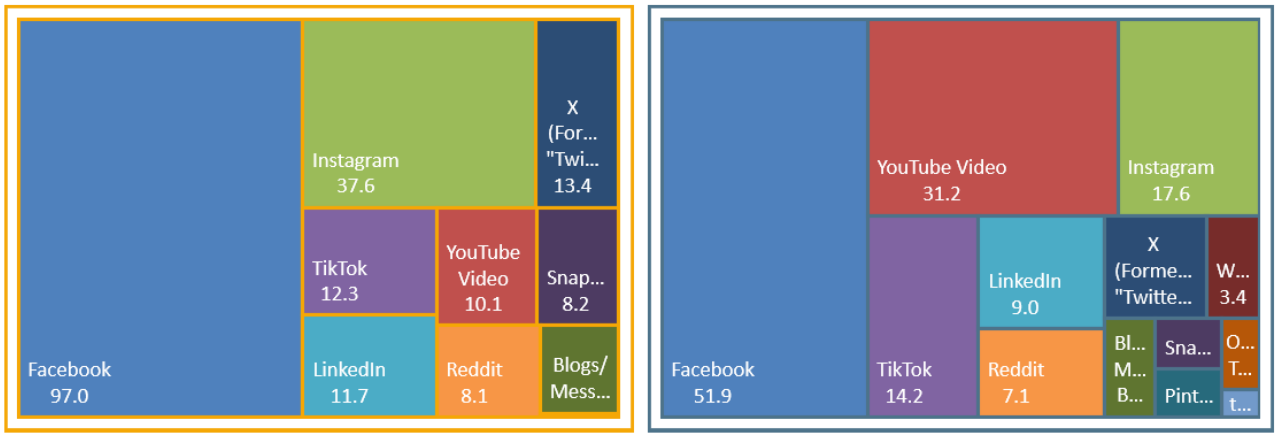
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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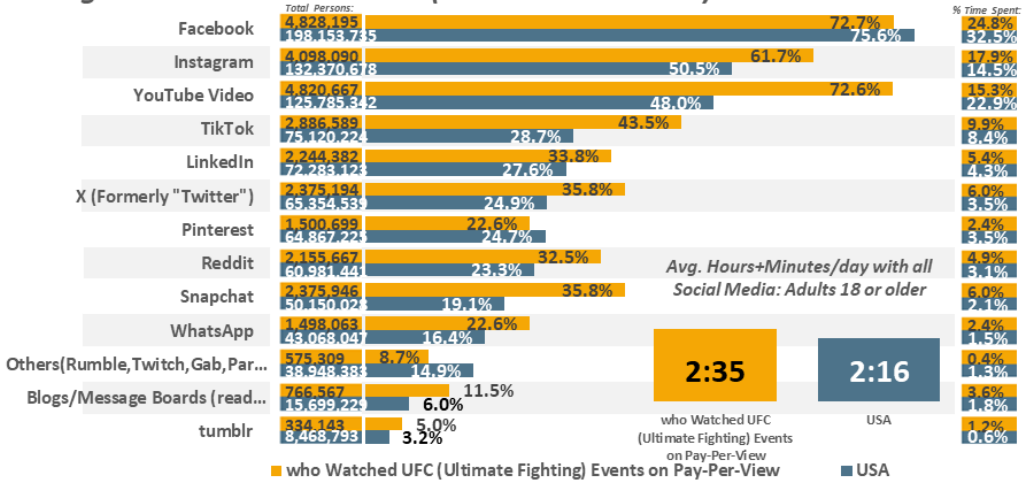
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

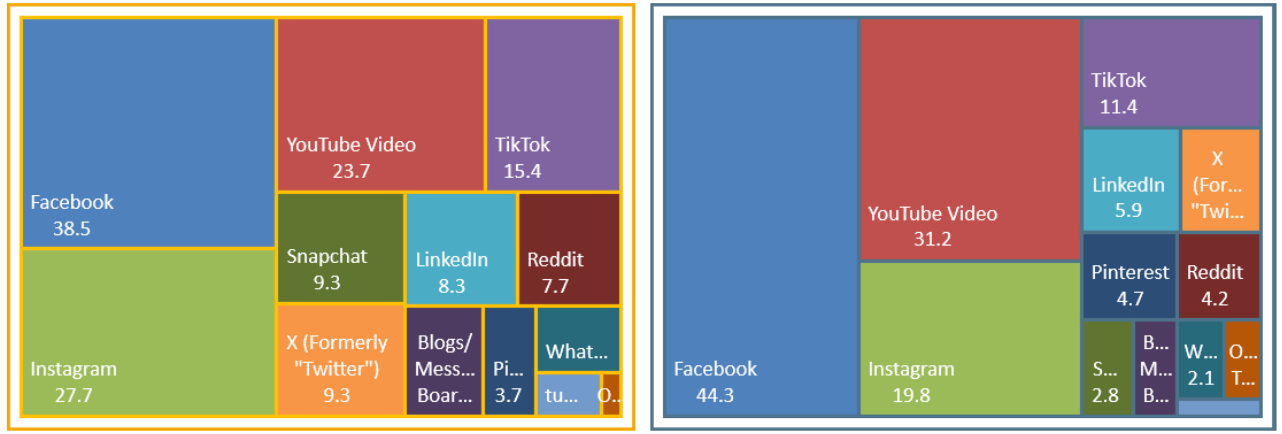
Watched UFC on Pay-Per View

4,828,195 or 72.7% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View use Ad-Supported Facebook for an average of 39.6 minutes every day representing 29.3% of all time spent daily with Ad-Supported Social Media.

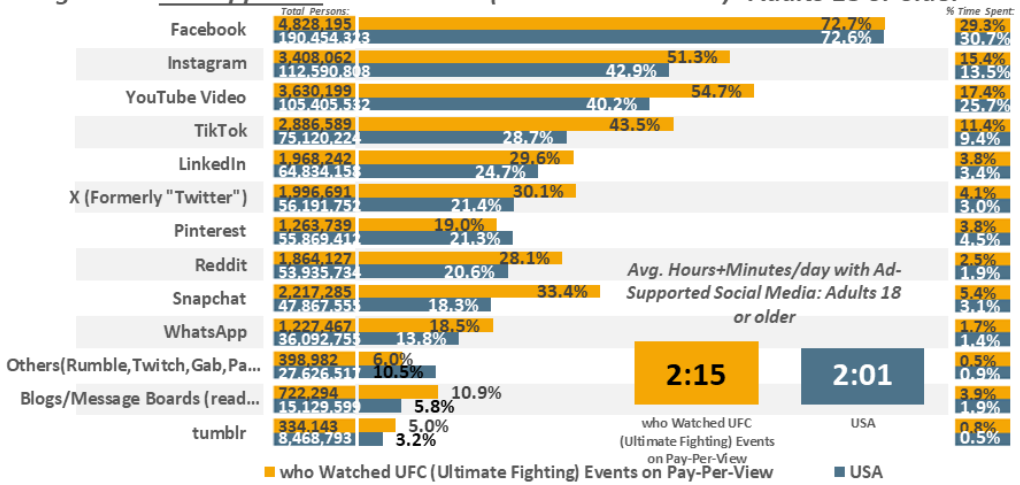
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



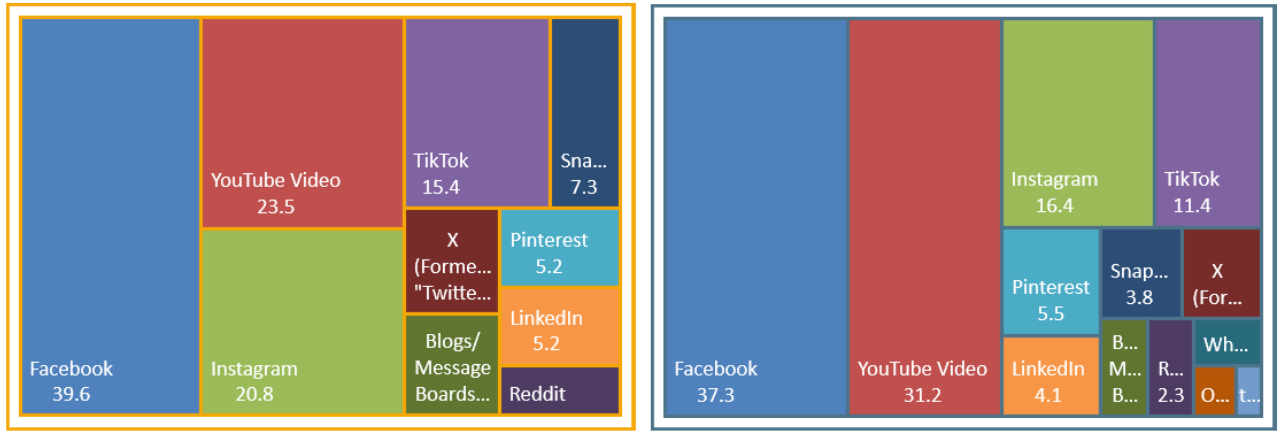
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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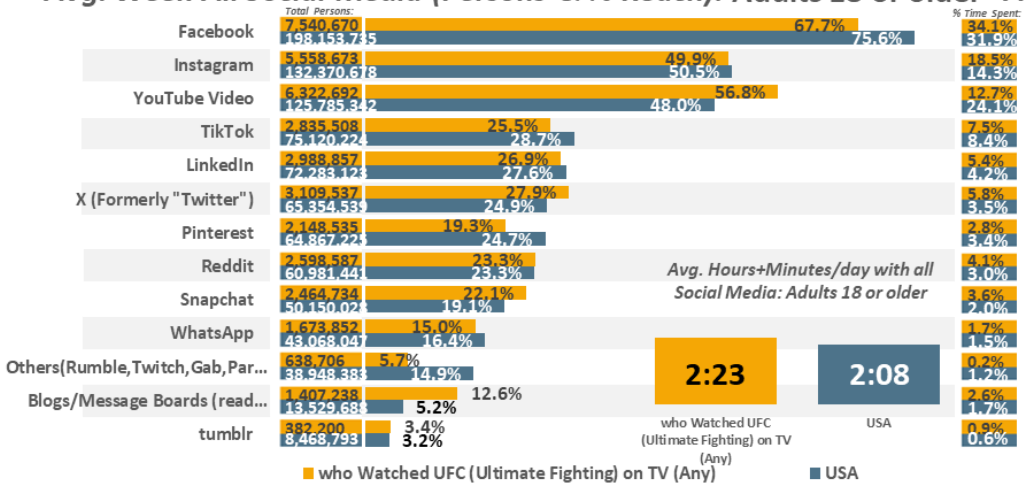
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

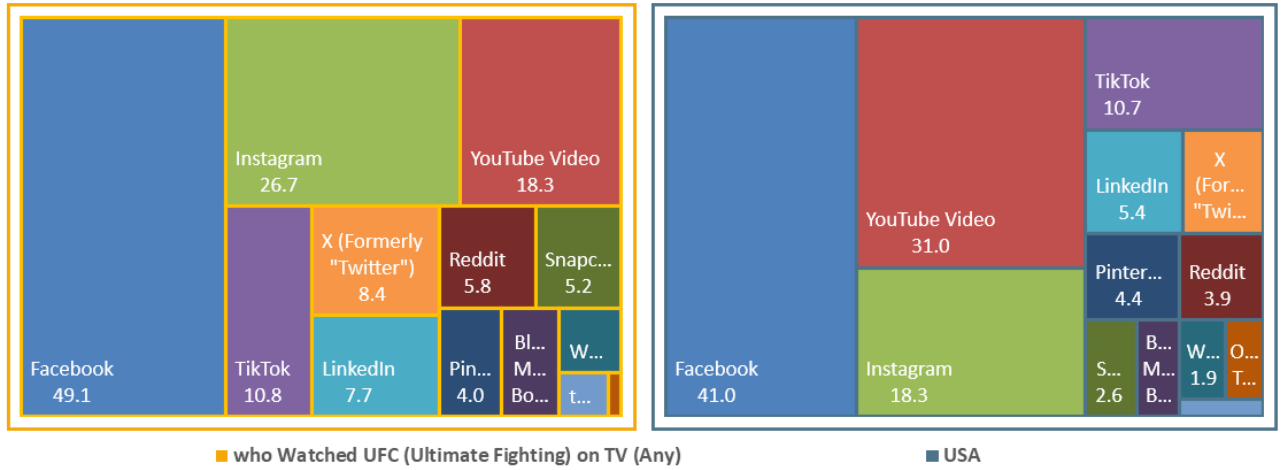
Watched UFC on TV (Any)

7,540,670 or 67.7% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) use Ad-Supported Facebook for an average of 46.5 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

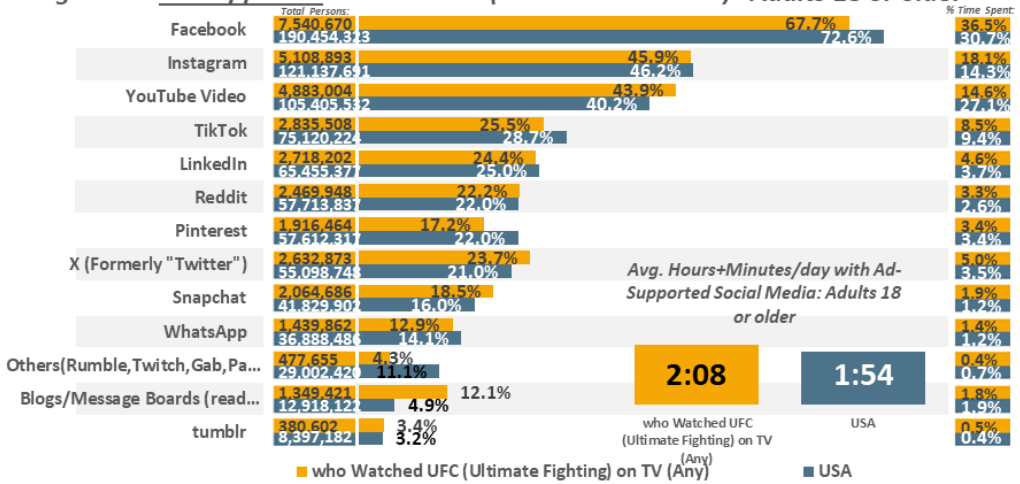
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



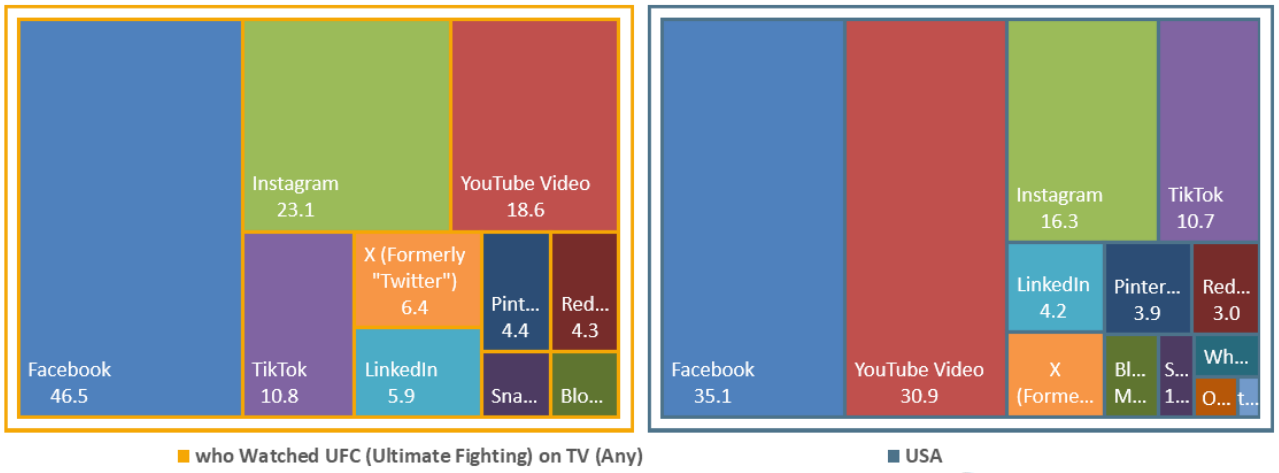
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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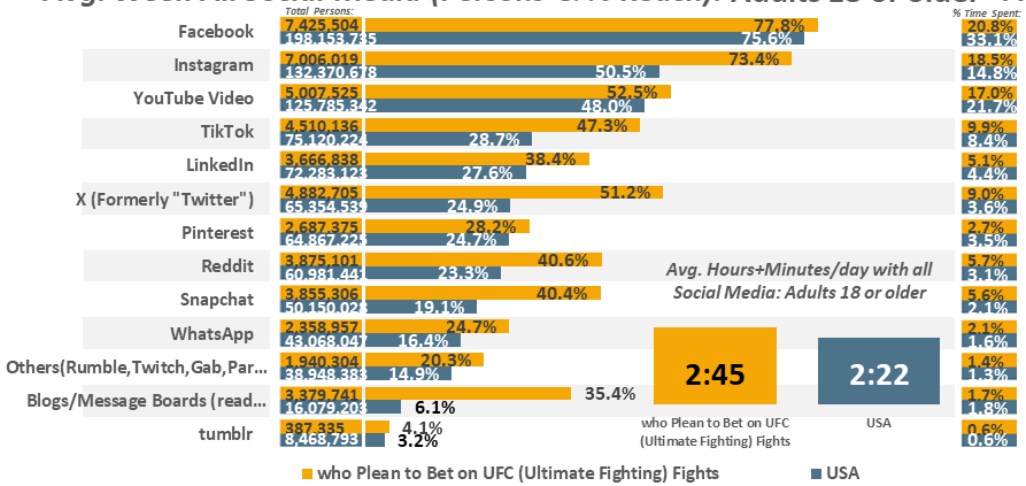
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

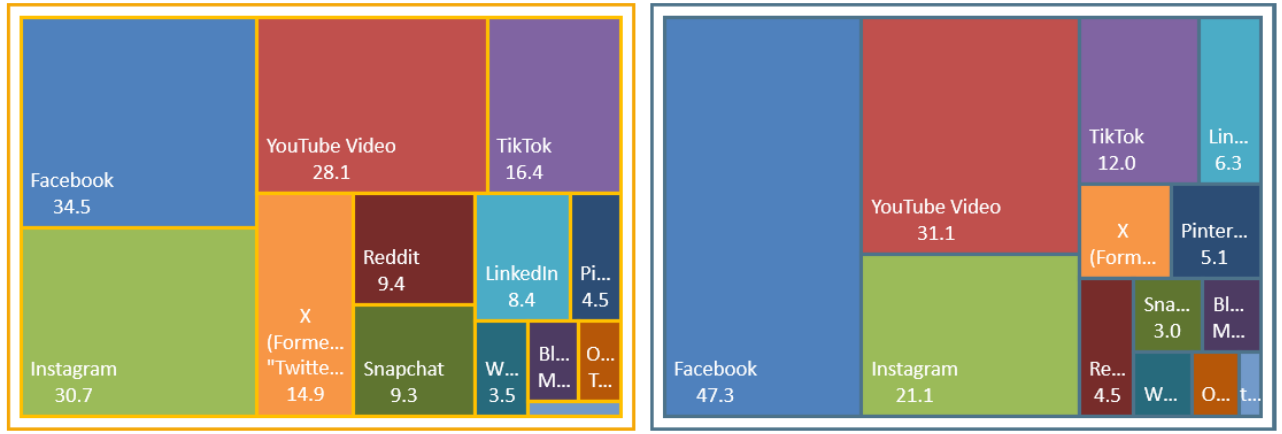
Plan to Bet on UFC Fights

4,401,787 or 46.1% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights use Ad-Supported YouTube Video for an average of 32.6 minutes every day representing 26.9% of all time spent daily with Ad-Supported Social Media.

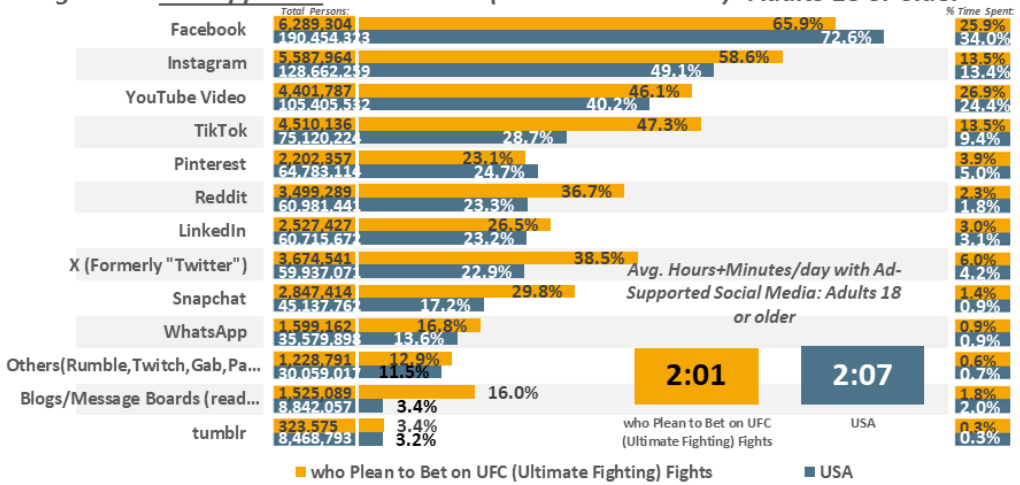
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



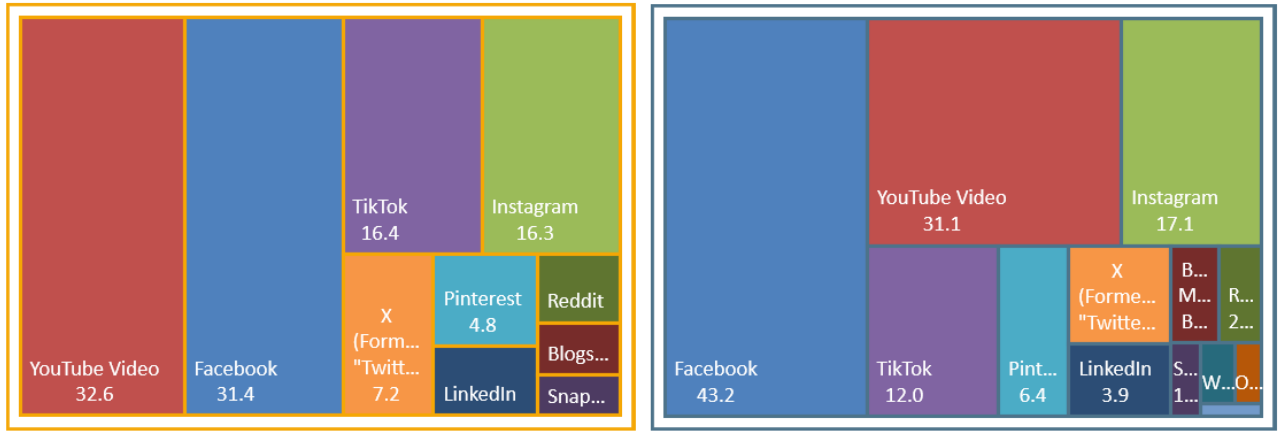
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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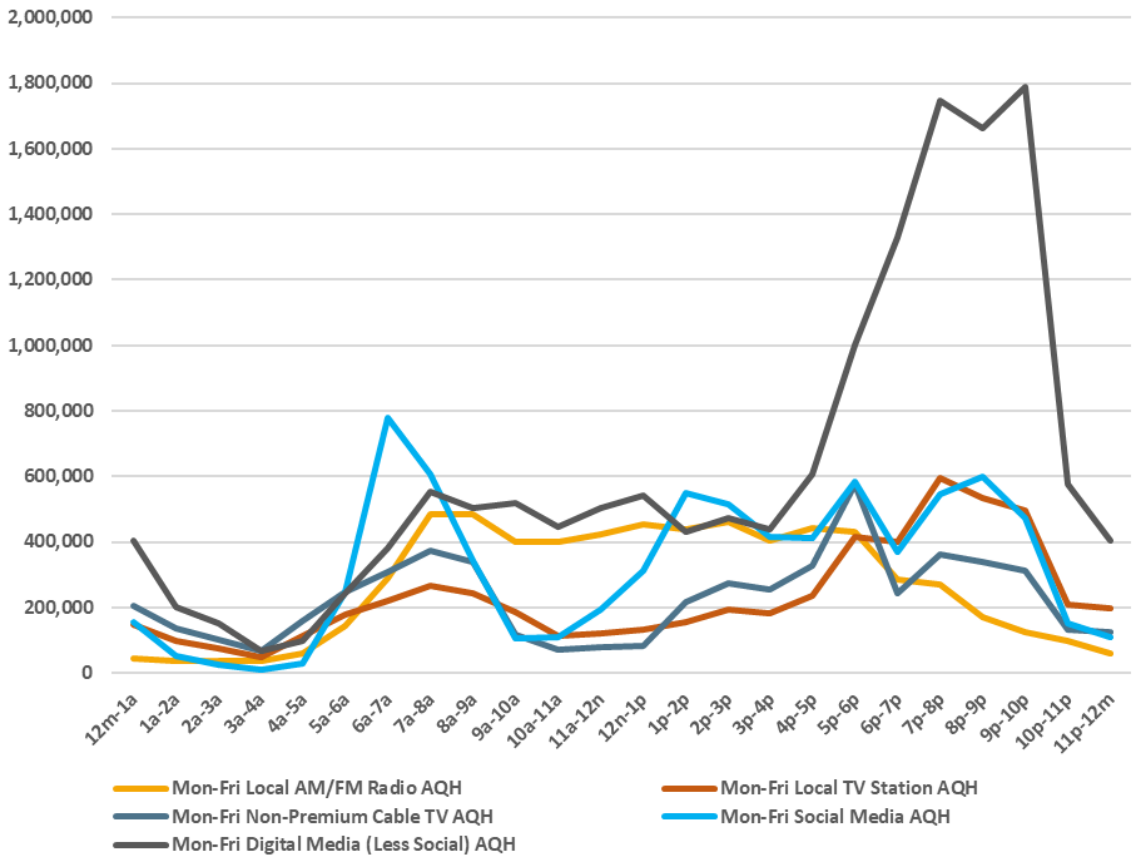
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

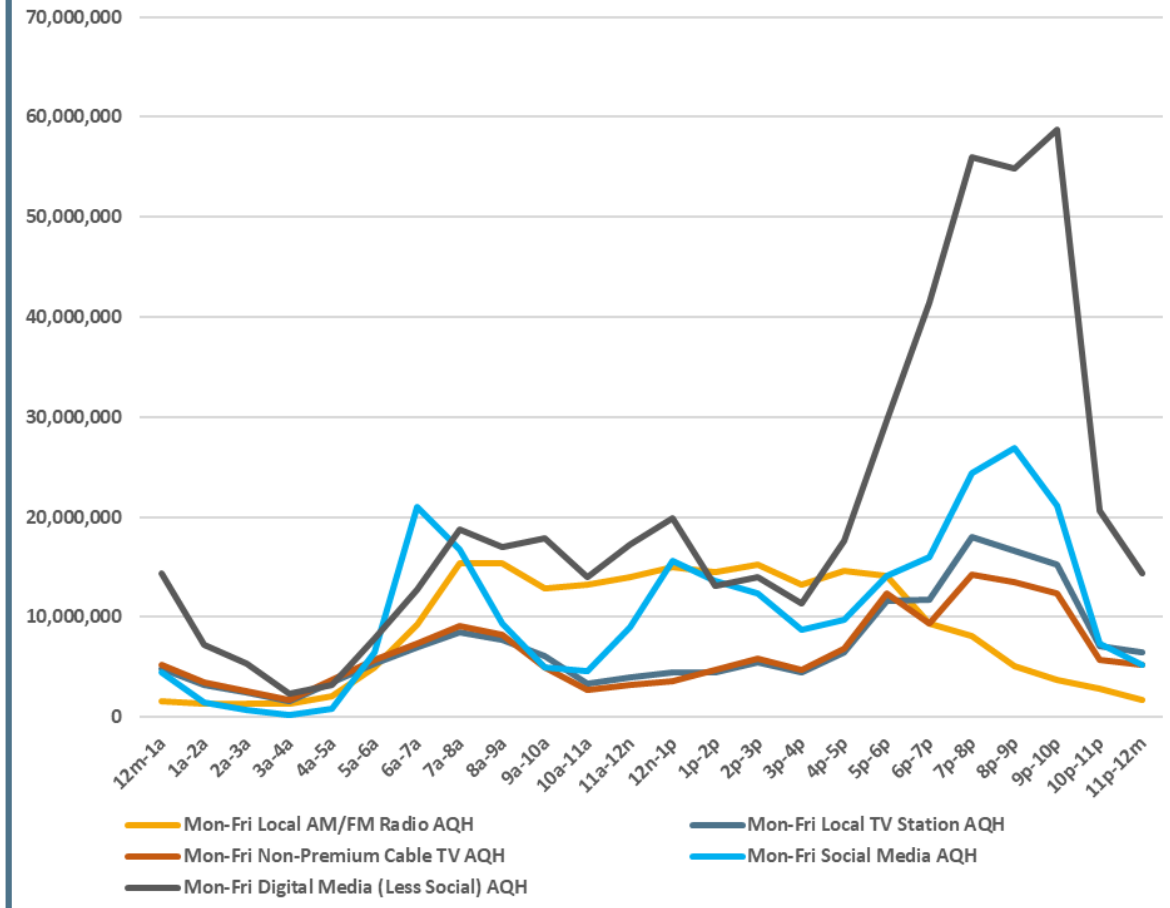
UFC Very Intereresting in UFC

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 594,234; Local Radio: 415,507; Social Media: 407,248; Non-Prem. Cable: 251,196; Local TV: 220,765 reaching Adults 18 or older who are Very Interested in UFC (Ultimate Fig

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who are Very Interested in UFC (Ultimate Fighting)



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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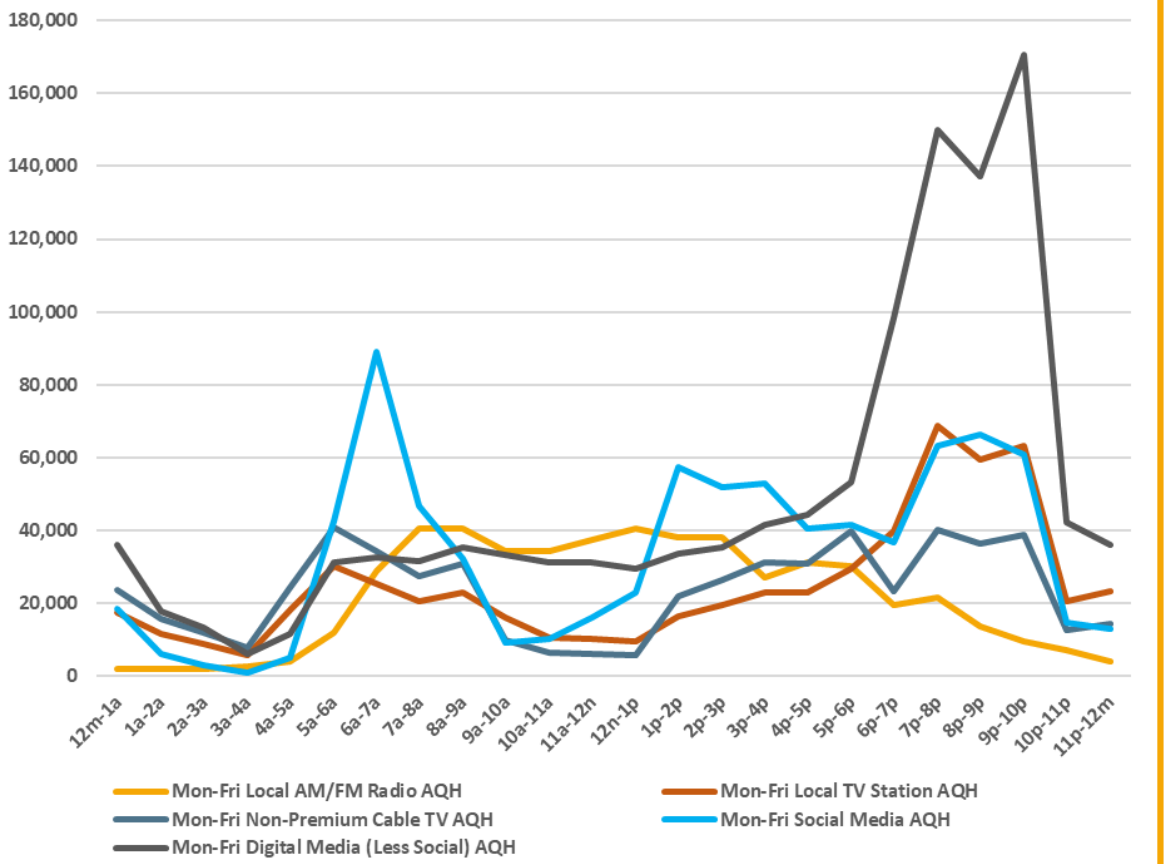
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Current level of interest in UFC (Ultimate Fighting): Very

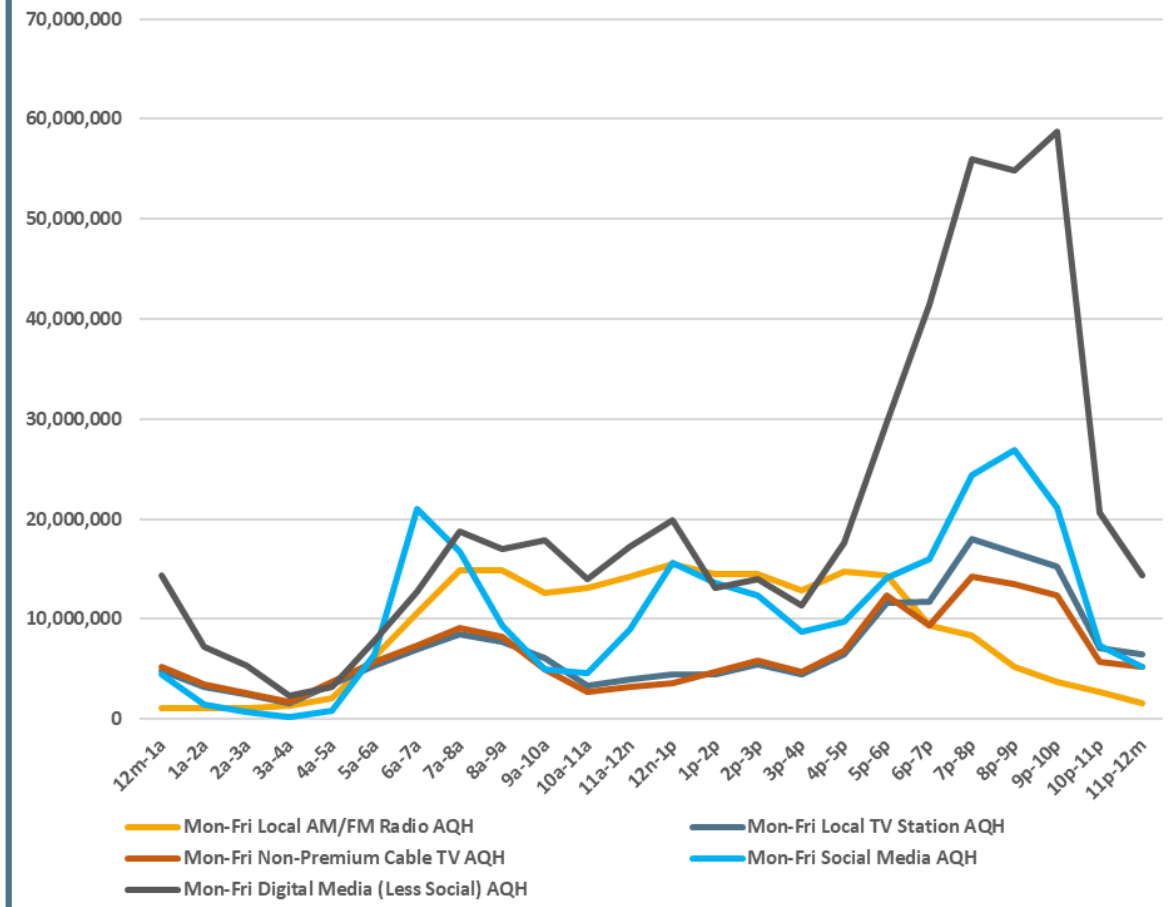
UFC **Attended 10+ UFC Events past 12mos**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 40,844; Social Media: 38,999; Local Radio: 33,850; Non-Prem. Cable: 22,666; Local TV: 20,501 reaching Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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USA Jan23-Feb24 USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 23,333

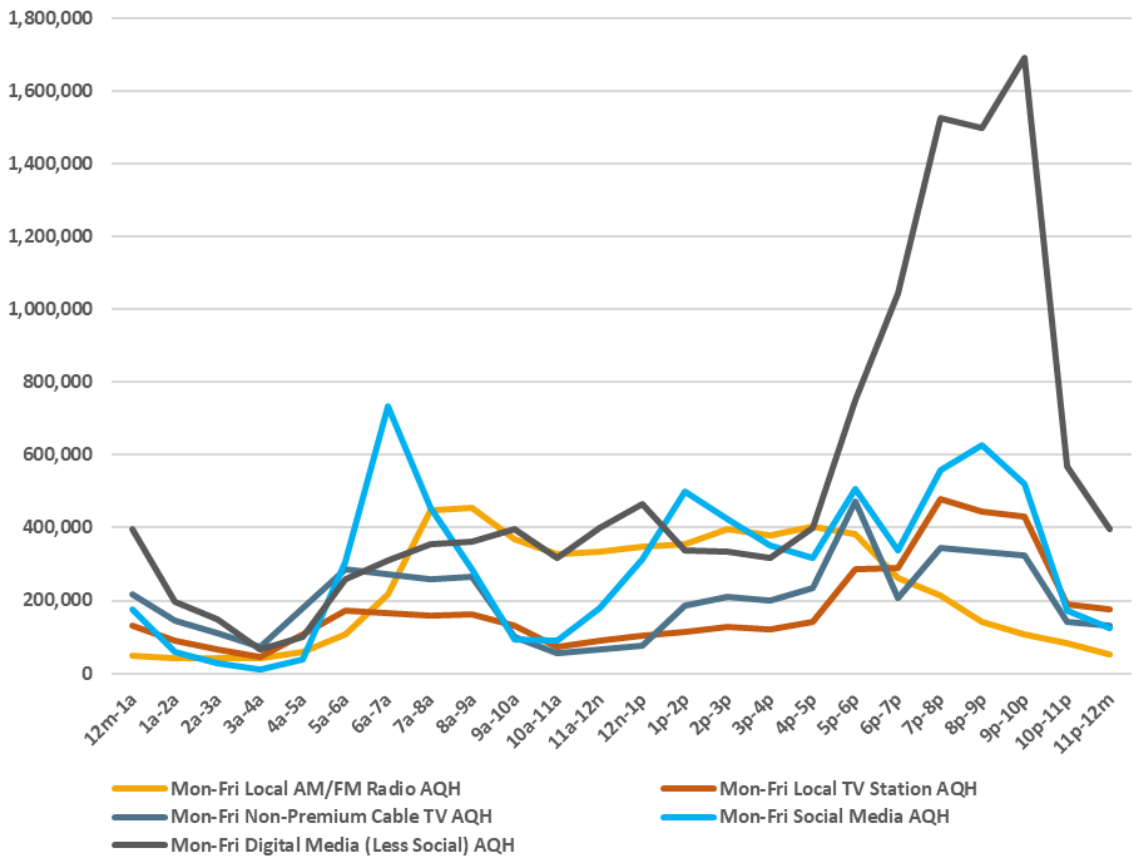
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

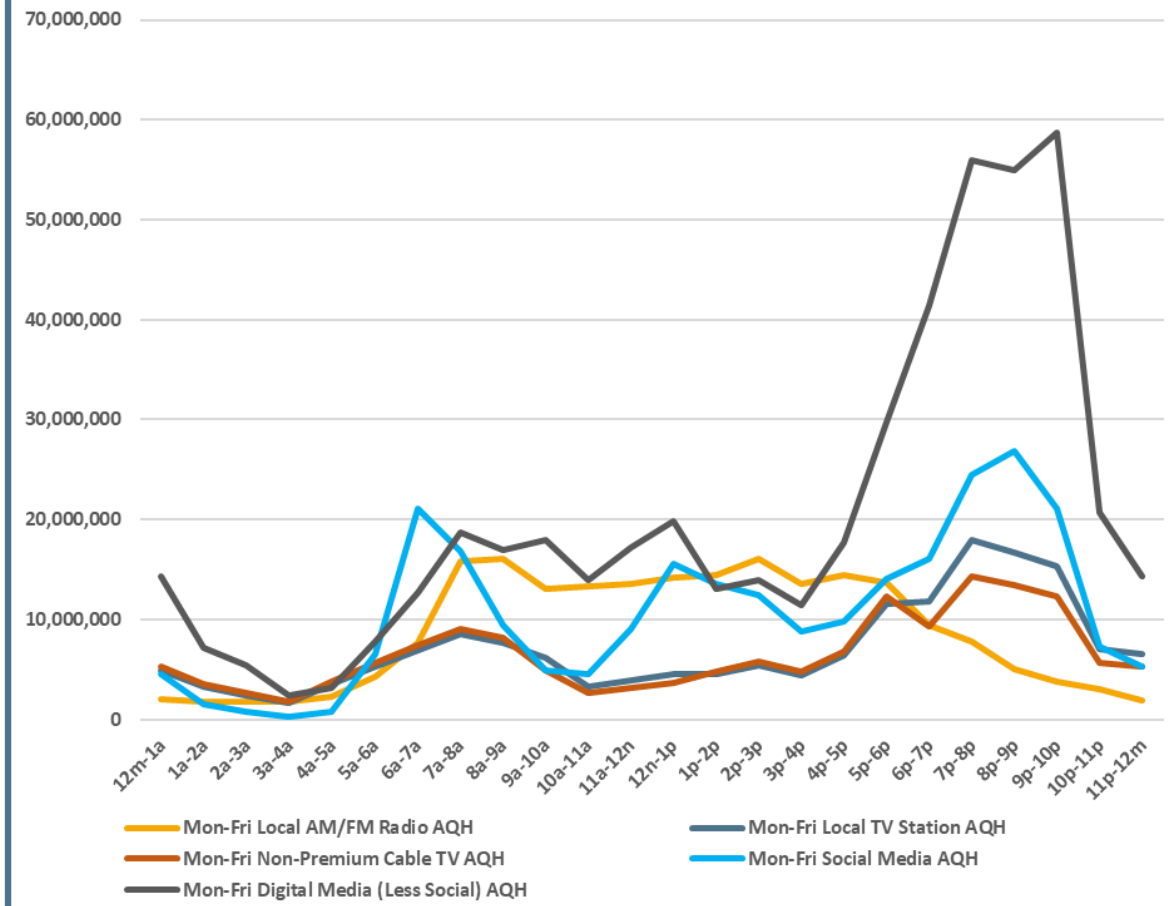
UFC Watched UFC on Pay-Per View

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 445,452; Local Radio: 360,294; Social Media: 352,920; Non-Prem. Cable: 200,427; Local TV: 151,265 reaching Adults 18 or older who Watched UFC (Ultimate Fighting) Events o

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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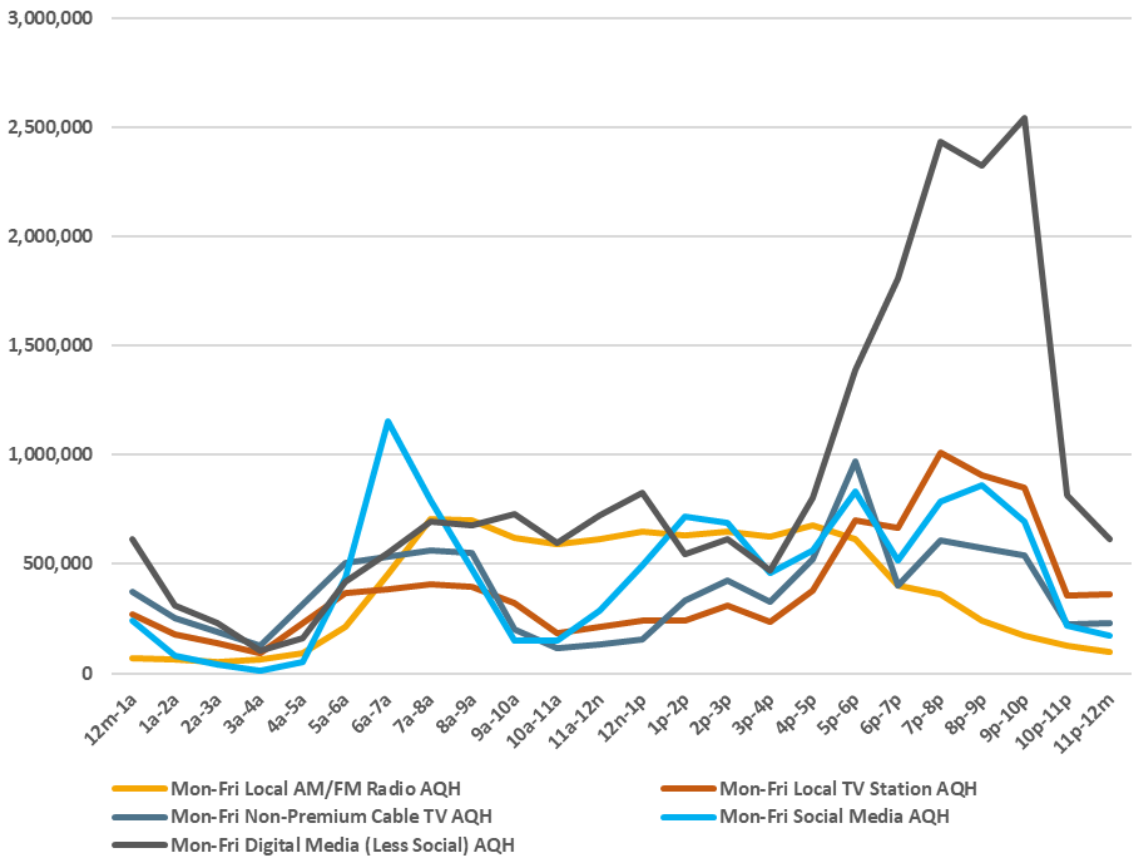
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

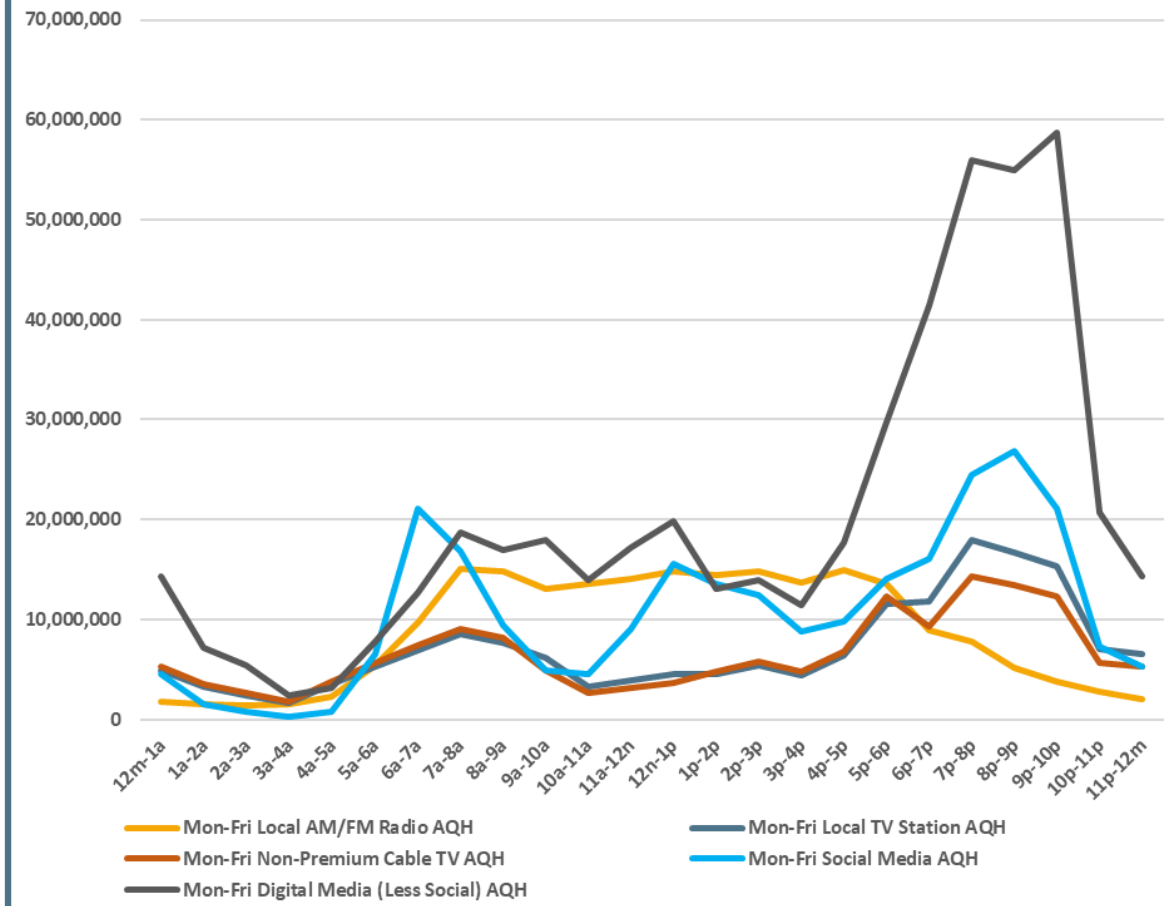
UFC Watched UFC on TV (Any)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 803,547; Local Radio: 611,218; Social Media: 560,269; Non-Prem. Cable: 403,101; Local TV: 360,171 reaching Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (A

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any)



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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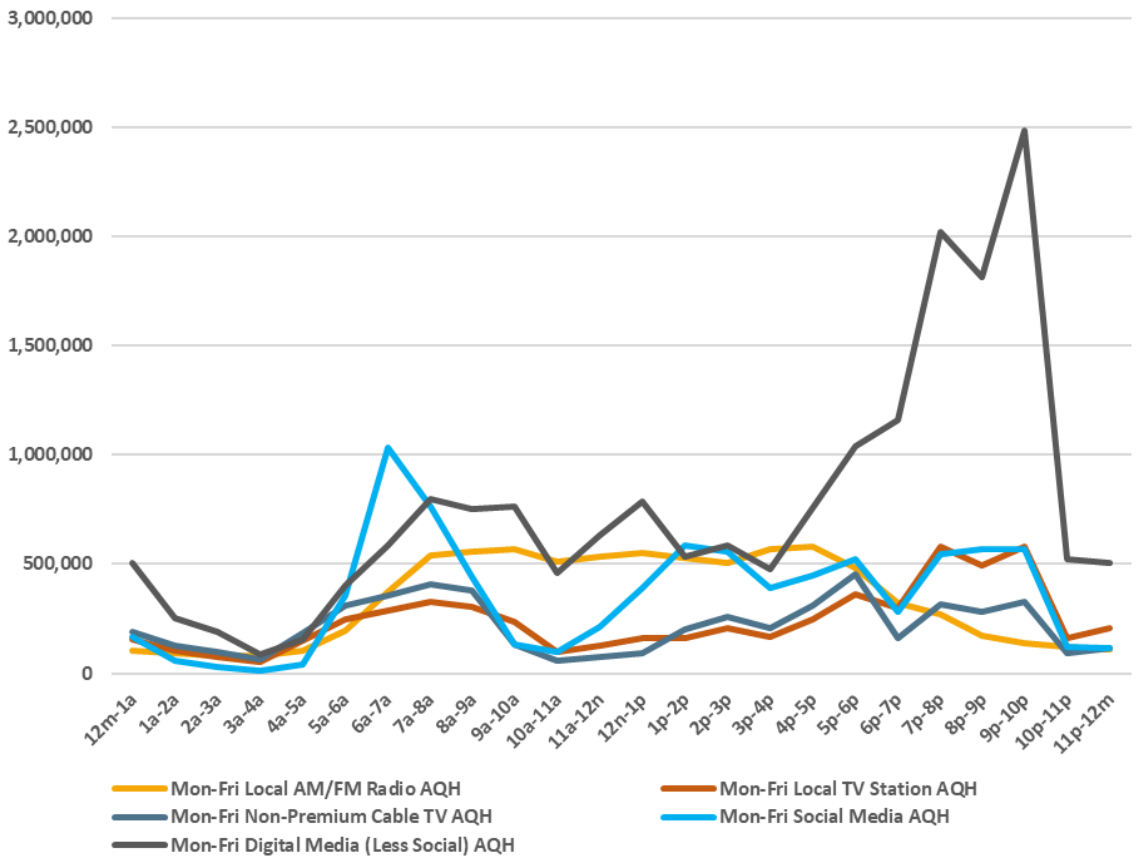
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

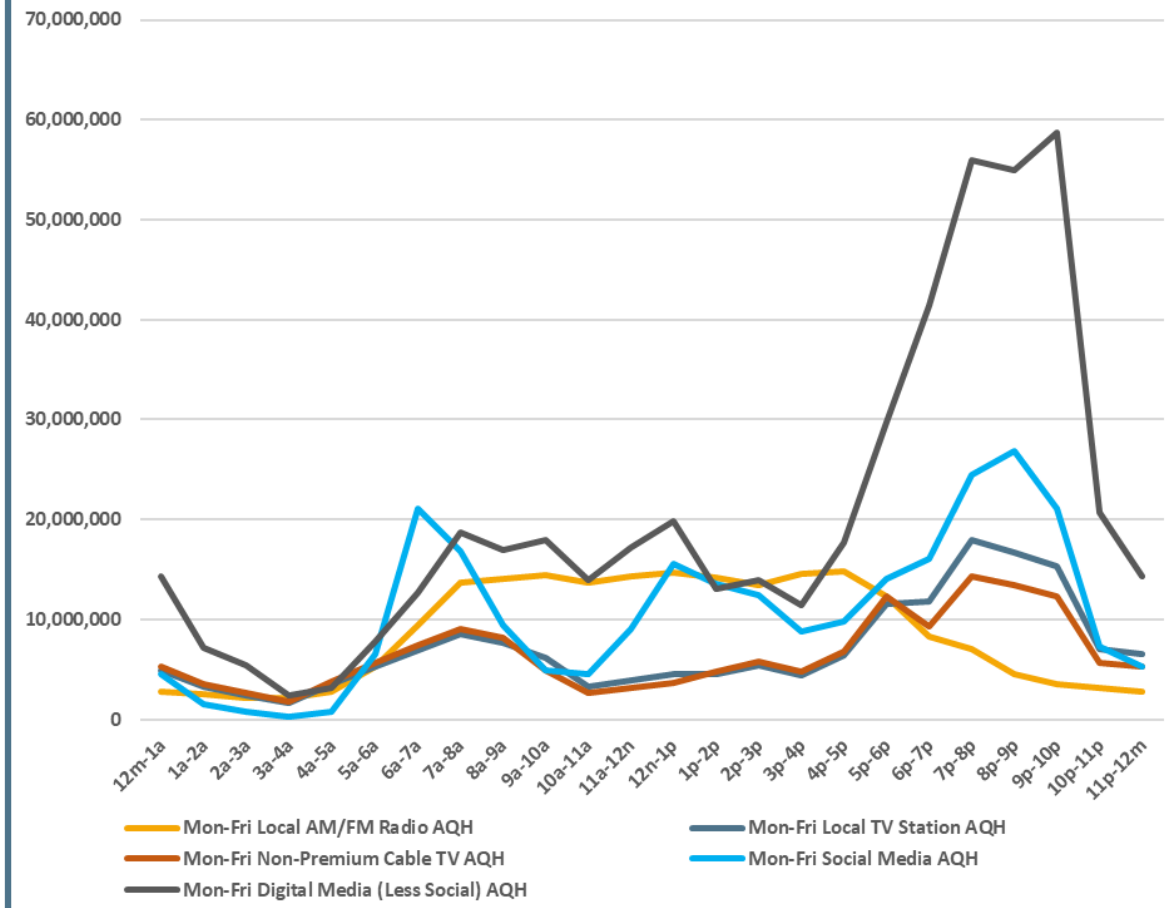
UFC Plan to Bet on UFC Fights

M-F 6a-7p Avg. Available Impressions per 15-min. are… All Other Digital Media: 718,405; Local Radio: 509,864; Social Media: 450,108; Non-Prem. Cable: 237,729; Local TV: 229,711 reaching Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting)

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 18 or older



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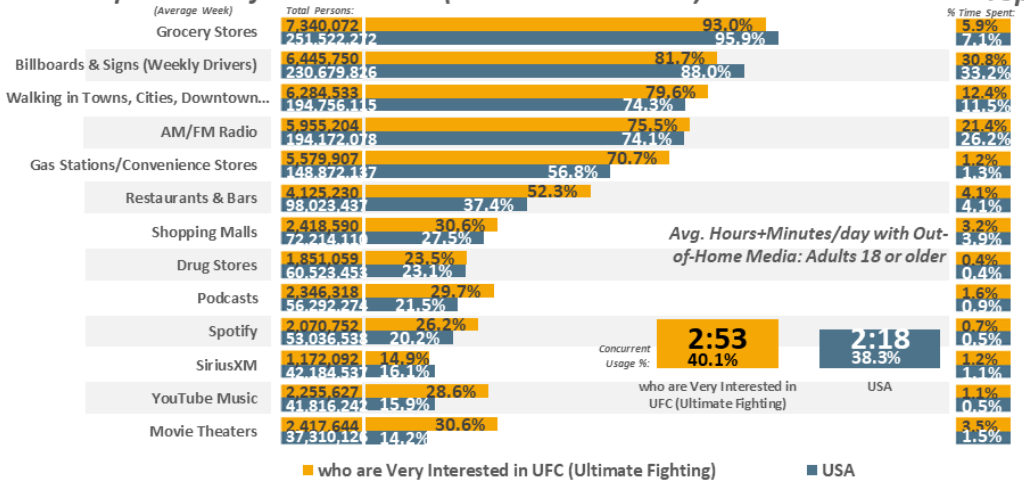
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

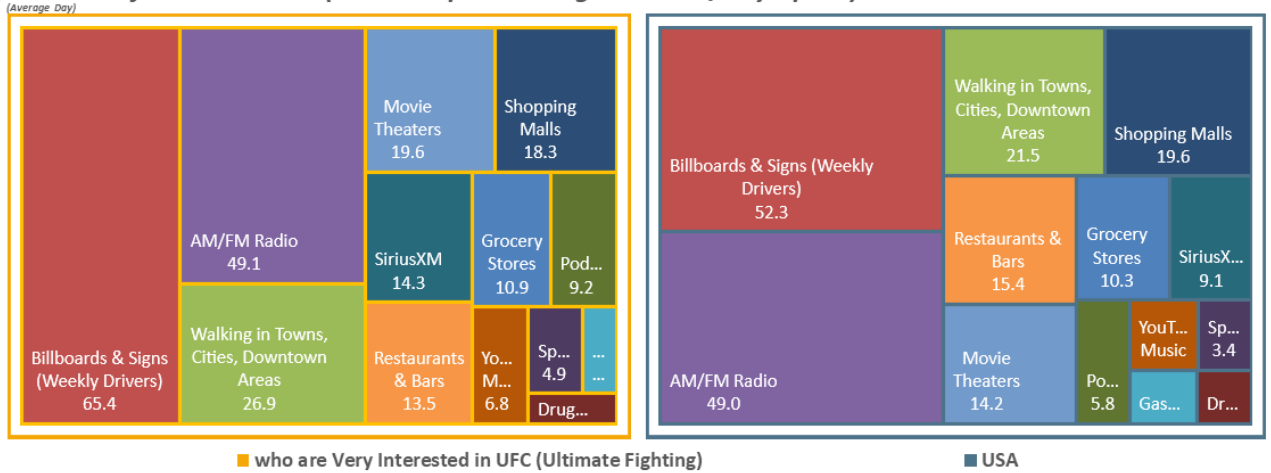
Very Intereserested in UFC

6,445,750 or 81.7% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) spend an average of 65.4 minutes per day driving, seeing Billboards and Signs. 72.5% Listen to Local Radio Stations Out-of-Home for an average of 45.2 minutes/day.

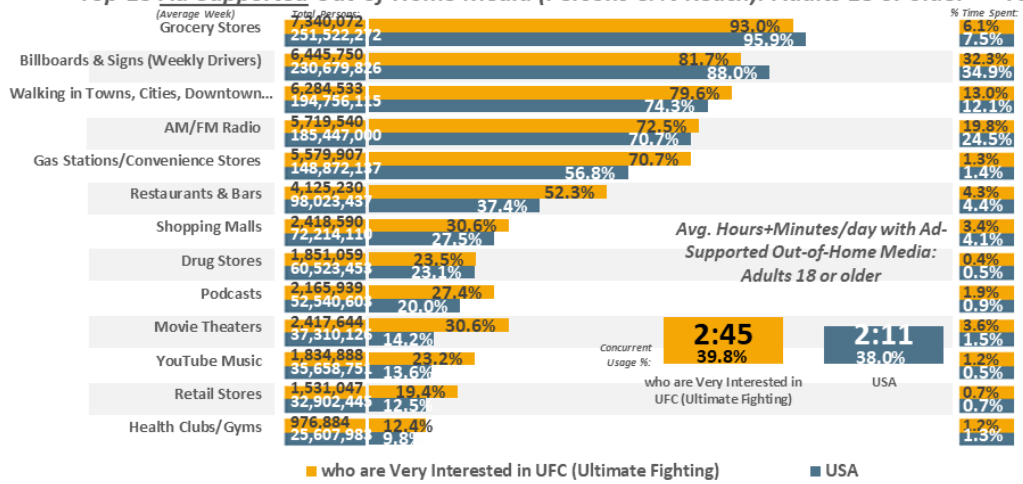
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



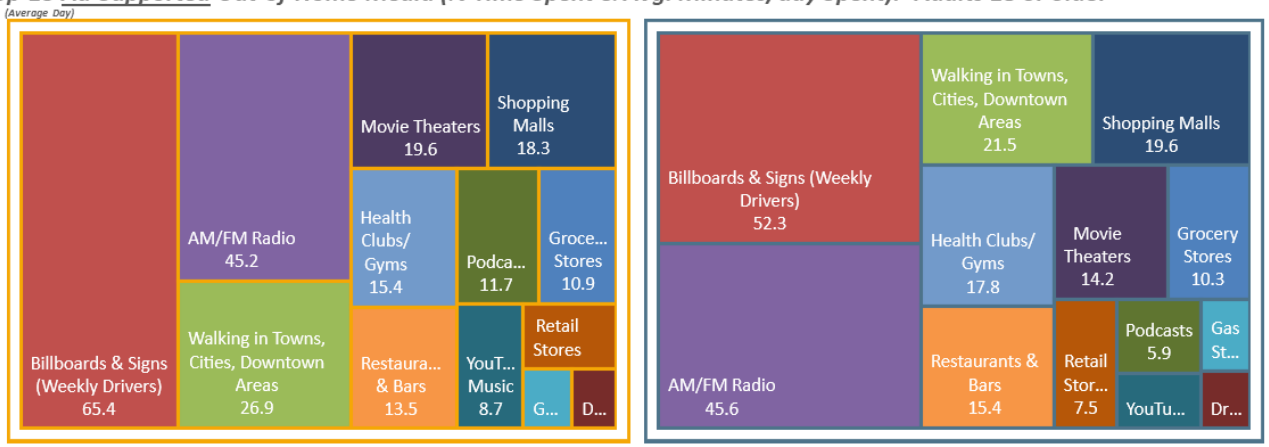
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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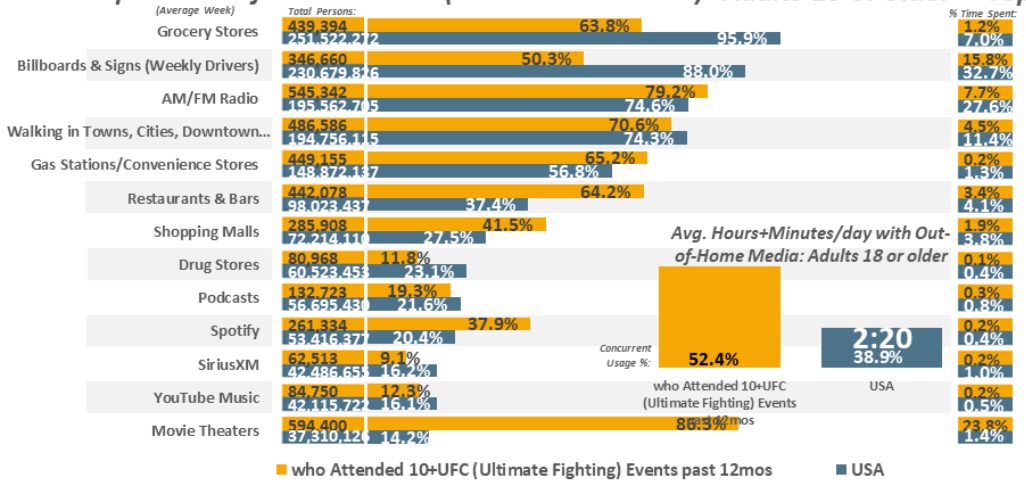
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Current level of interest in UFC (Ultimate Fighting): Very

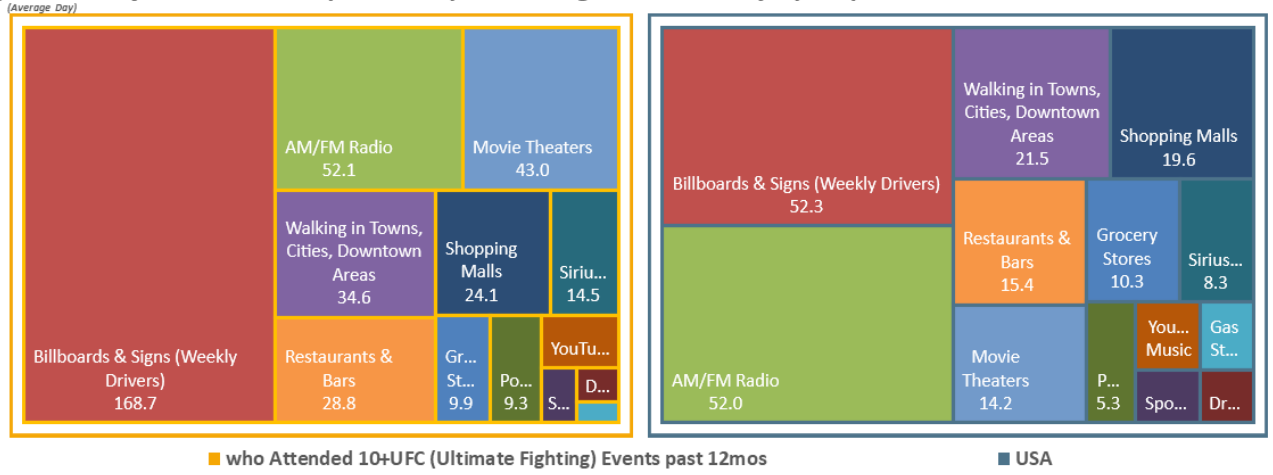
UFC Attended 10+ UFC Events past 12mos

346,660 or 50.3% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos spend an average of 168.7 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 30.5 minutes

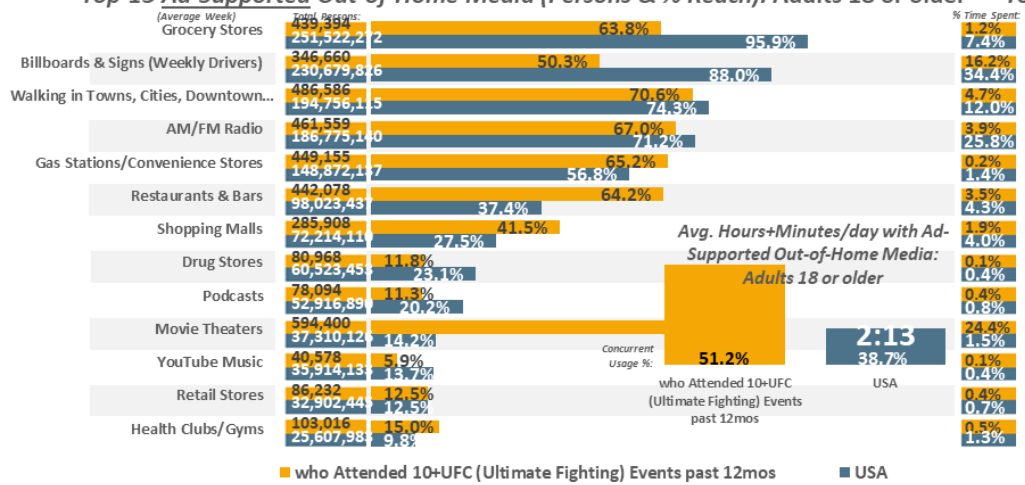
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



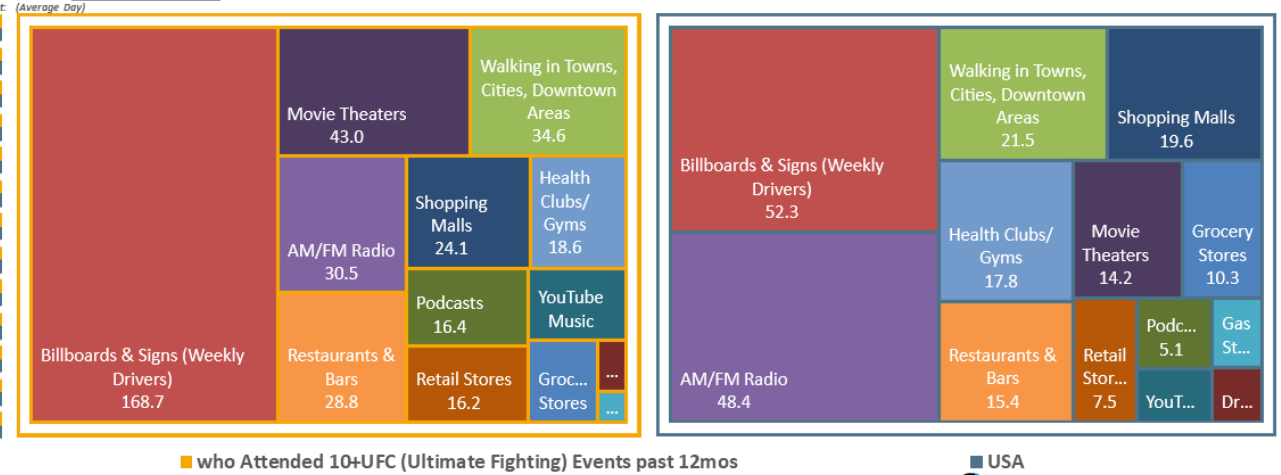
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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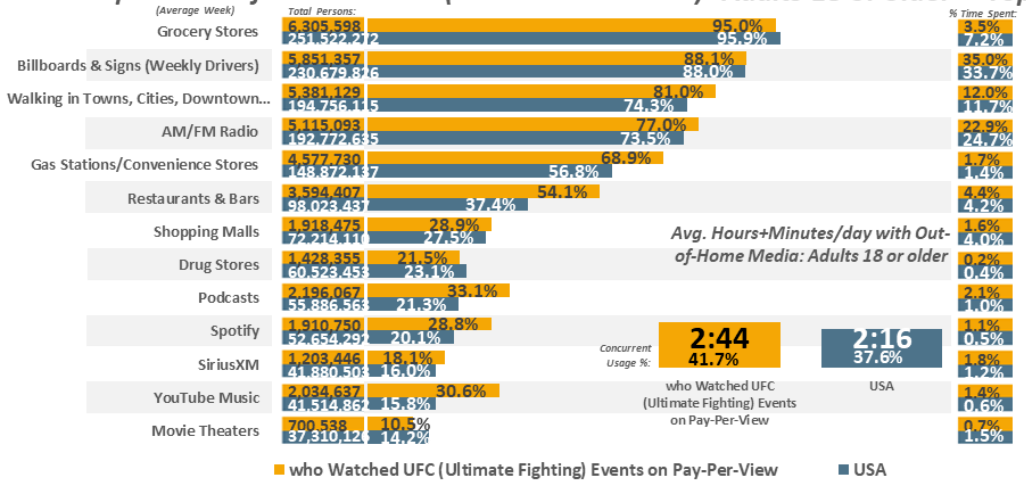
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

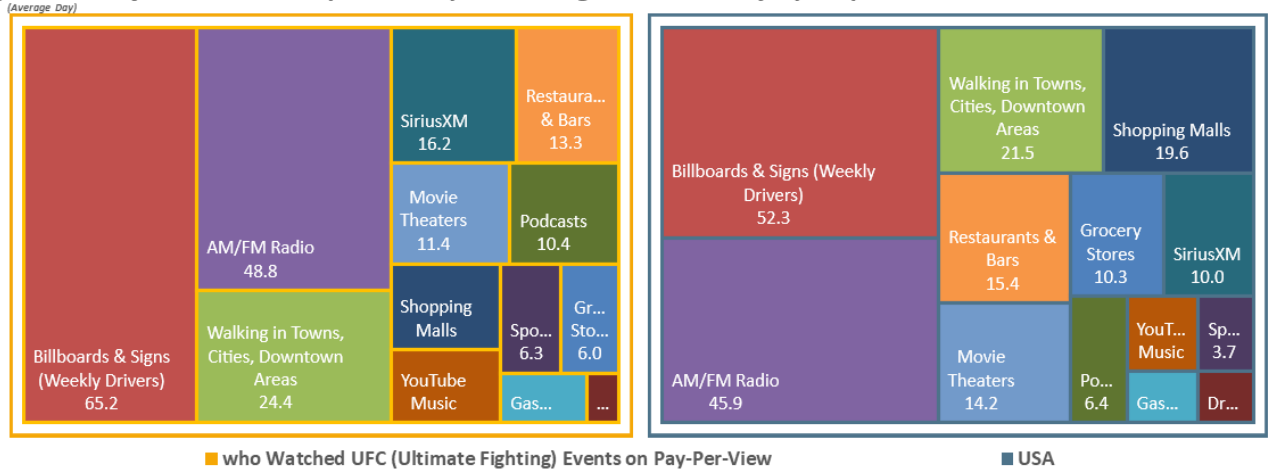
UFC Watched UFC on Pay-Per View

5,851,357 or 88.1% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View spend an average of 65.2 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 45.9 minu

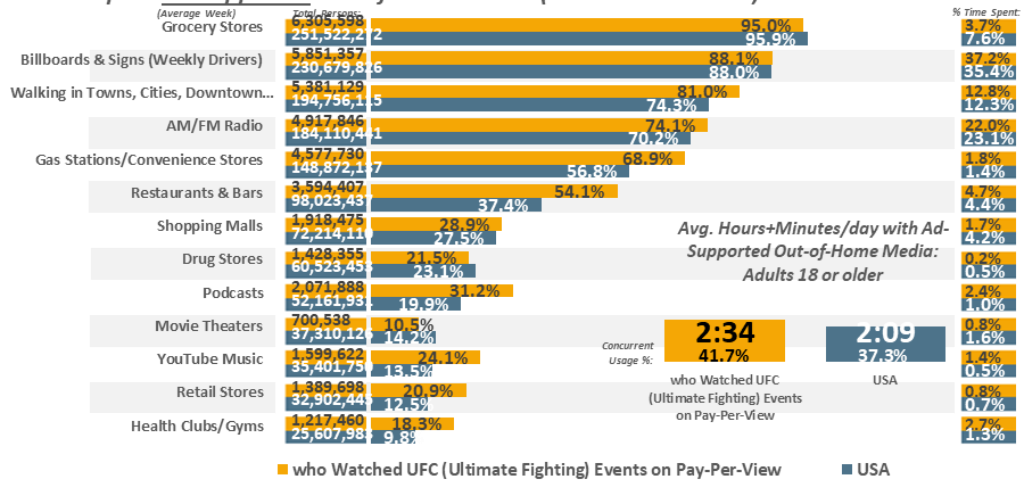
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



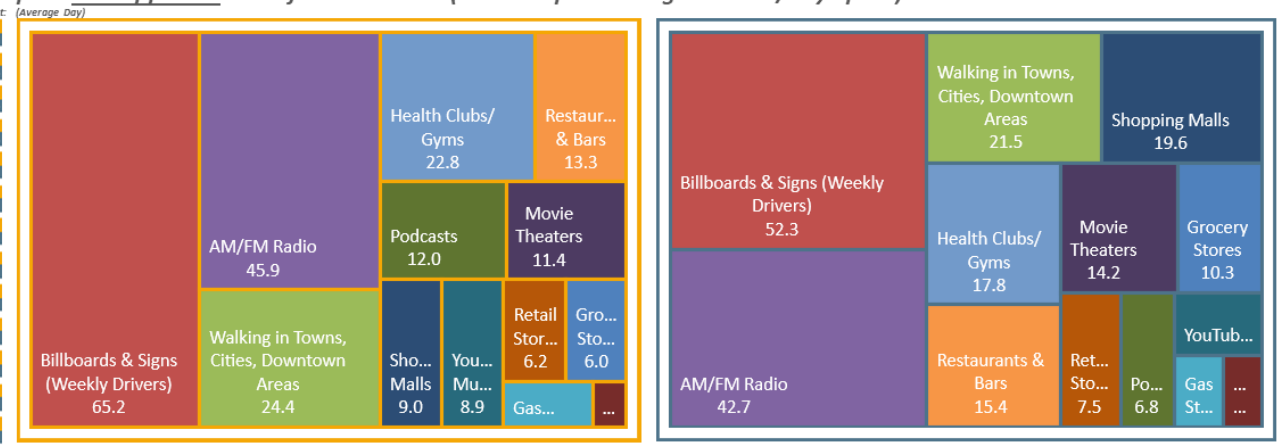
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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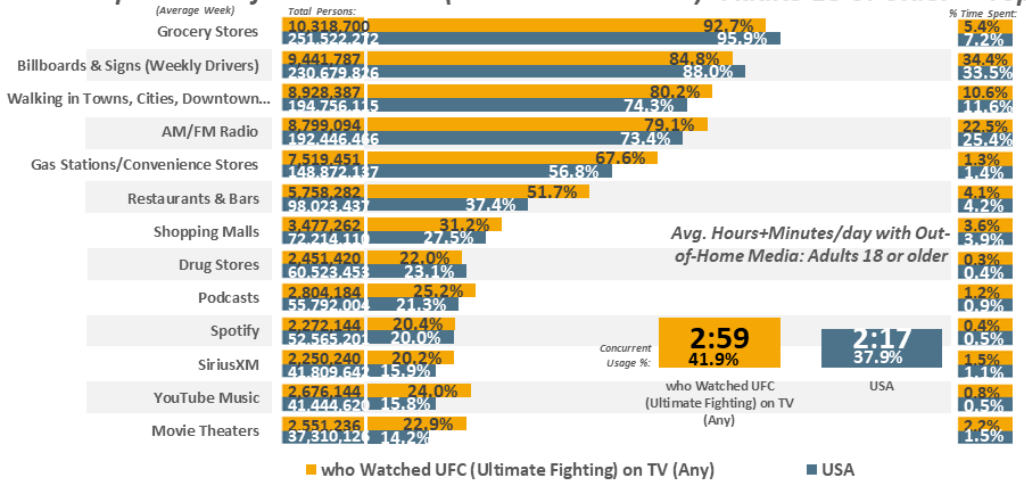
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

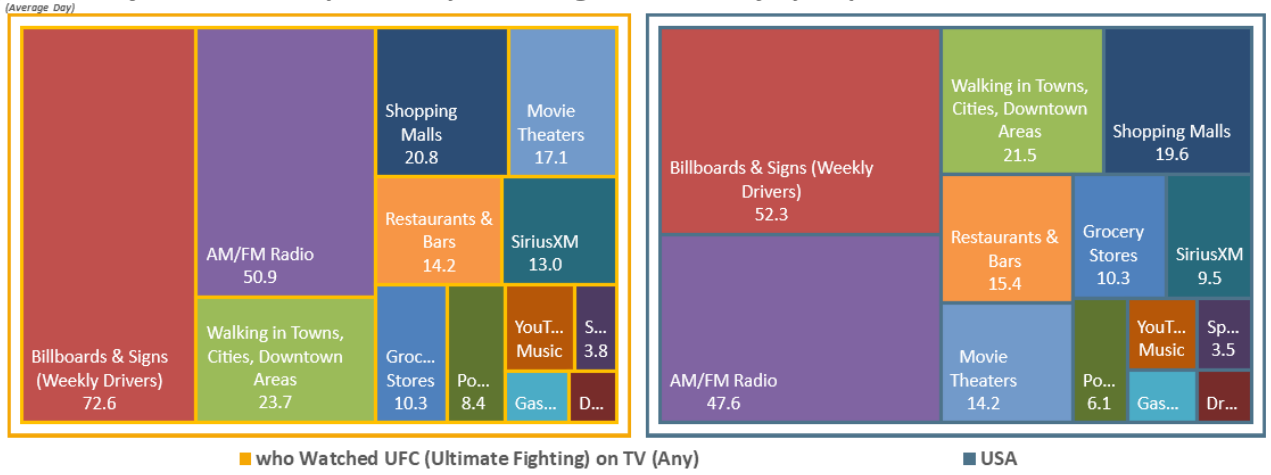
Watched UFC on TV (Any)

9,441,787 or 84.8% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) spend an average of 72.6 minutes per day driving, seeing Billboards and Signs. 74.5% Listen to Local Radio Stations Out-of-Home for an average of 46.1 minutes/day.

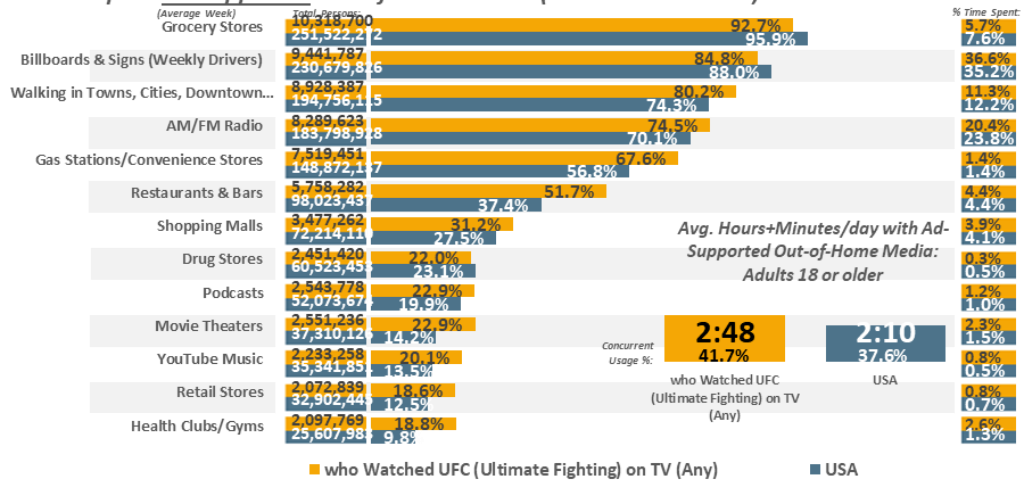
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



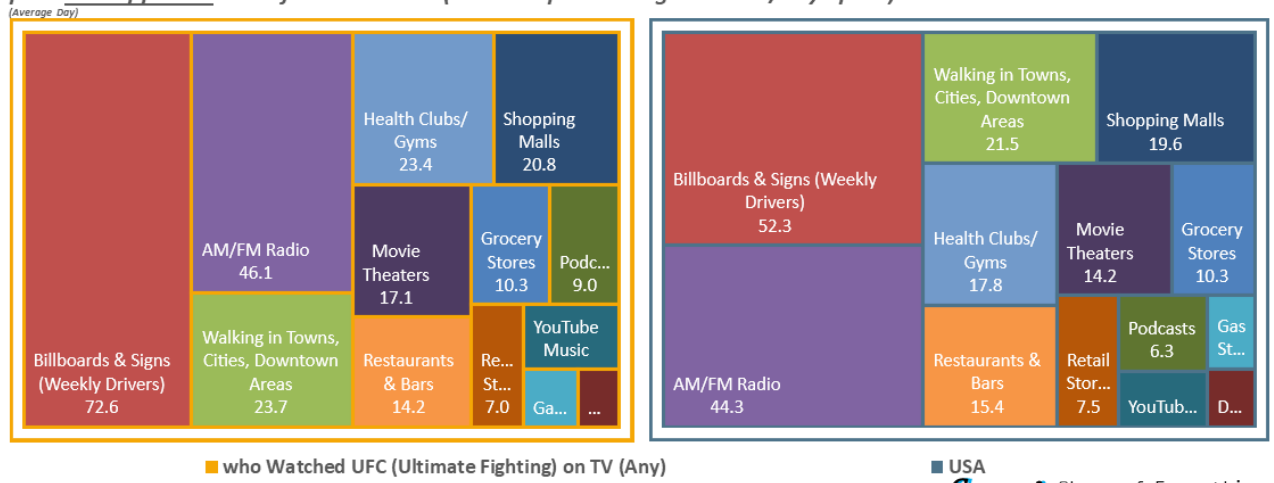
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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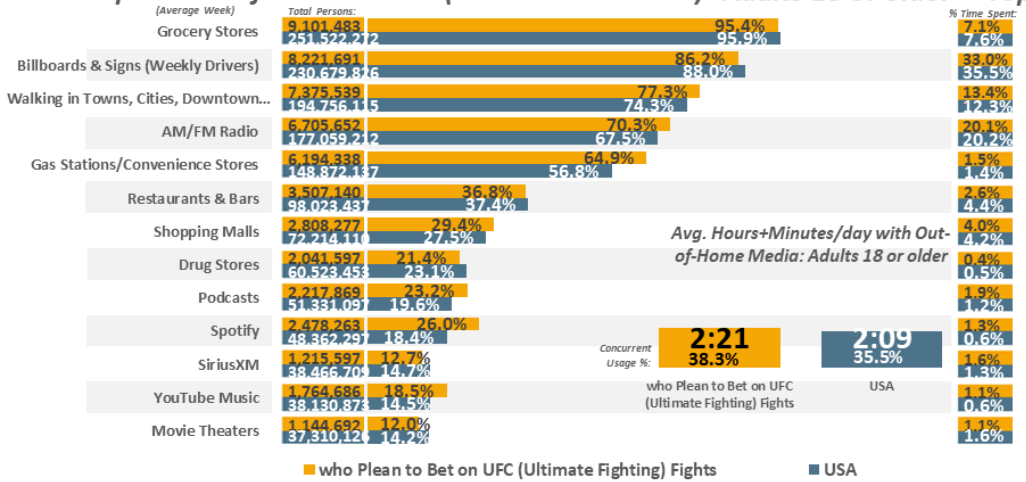
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

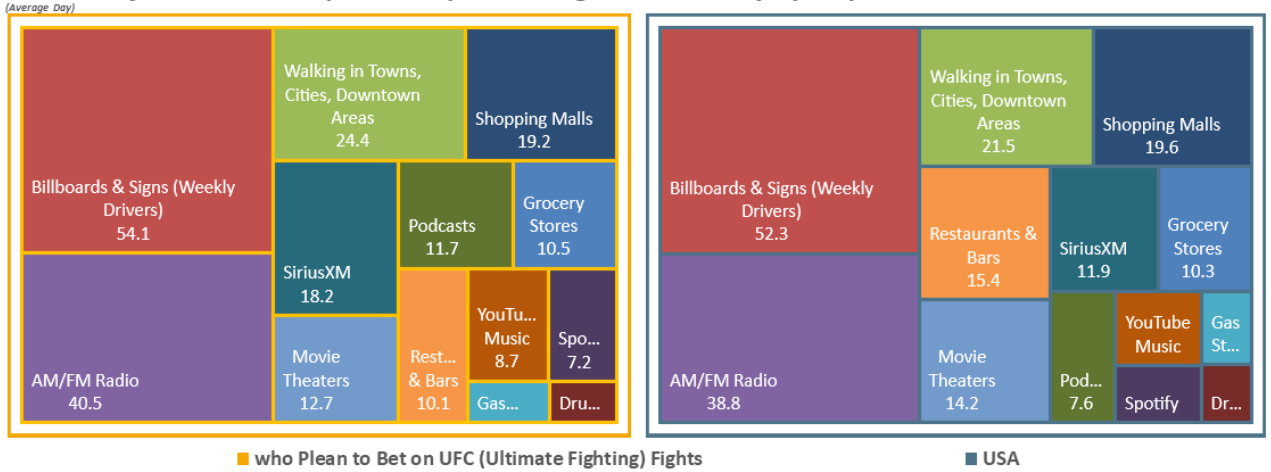
UFC Plan to Bet on UFC Fights

8,221,691 or 86.2% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights spend an average of 54.1 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 38.7 minutes/day.

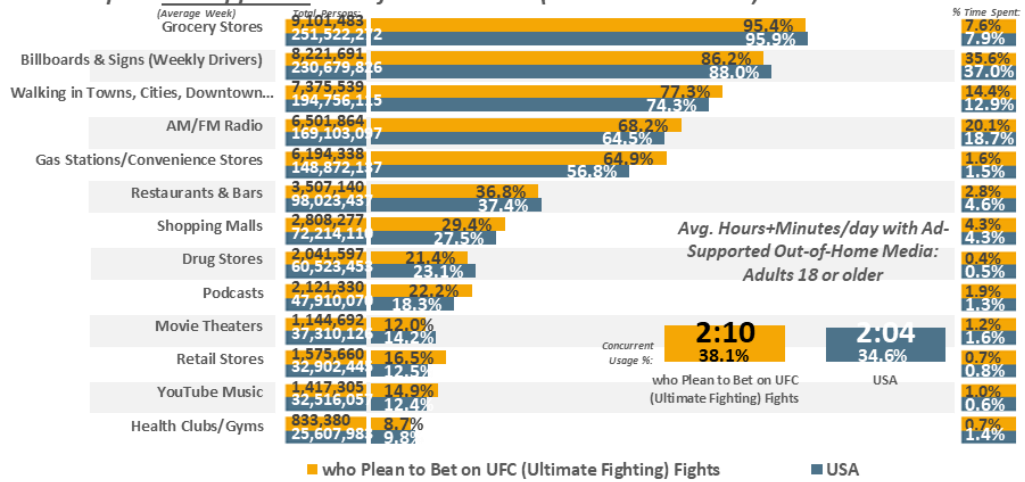
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



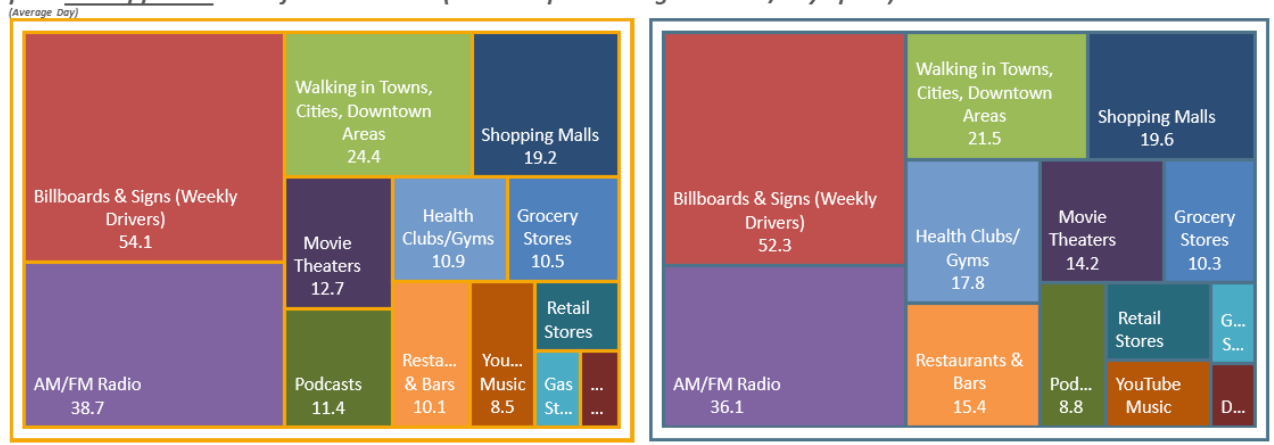
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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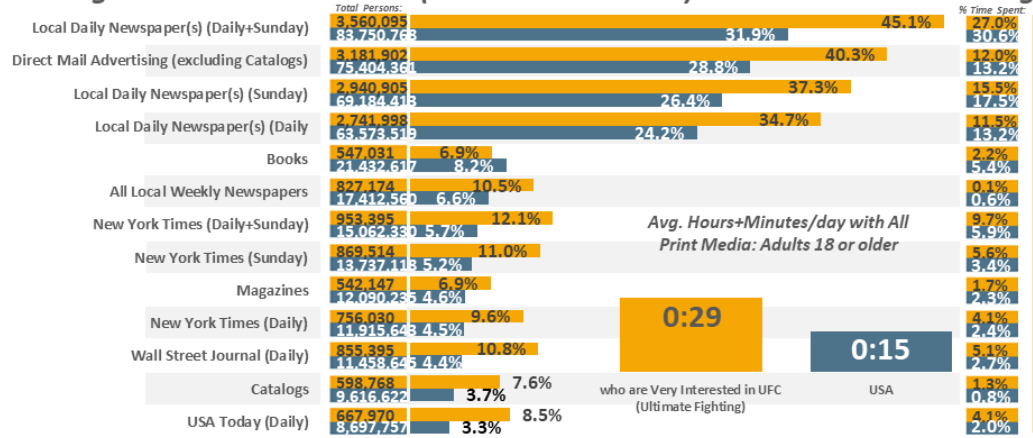
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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)

UFC Very Intererested in UFC

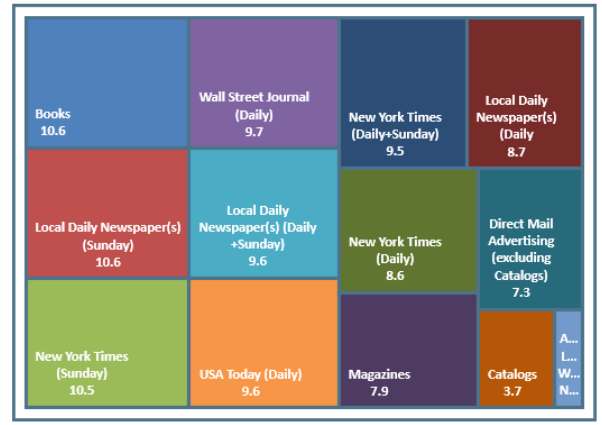
3,560,095 or 45.1% of Adults 18 or older who are Very Interested in UFC (Ultimate Fighting) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 27.6% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

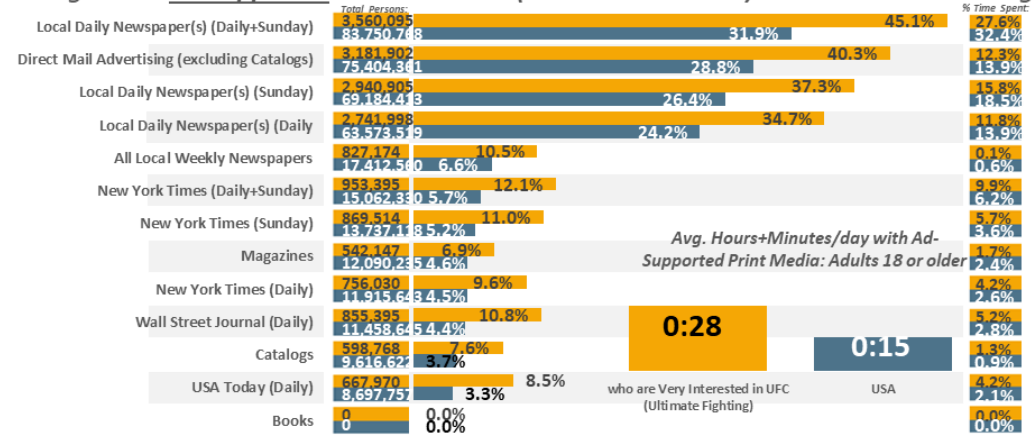


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

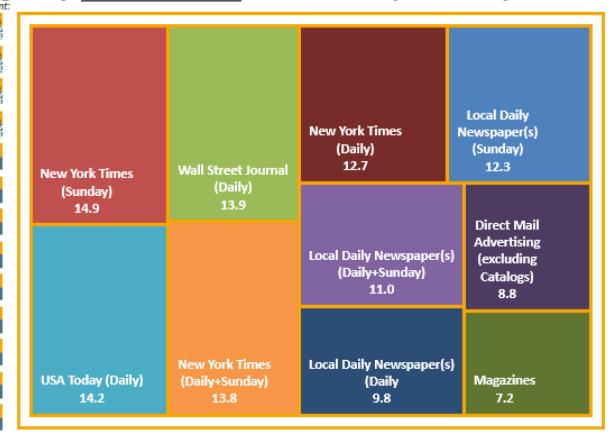


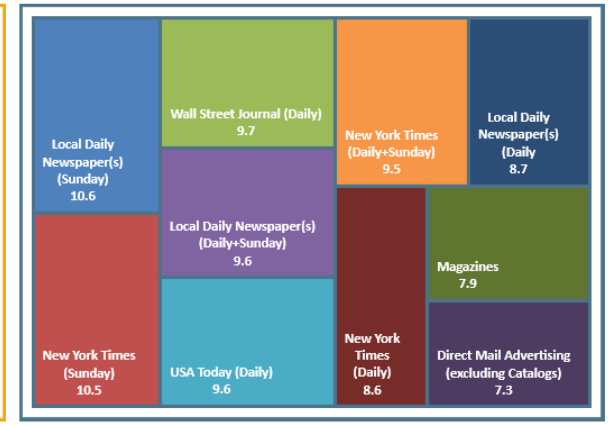


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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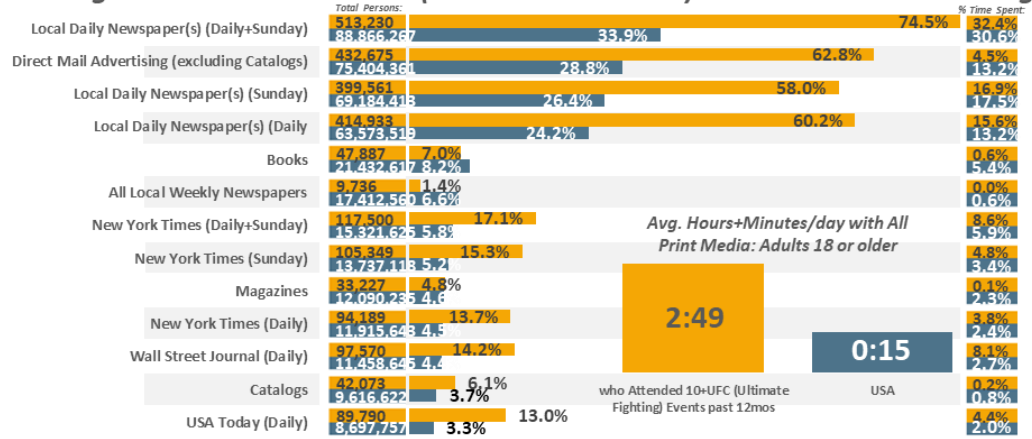
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Current level of interest in UFC (Ultimate Fighting): Very

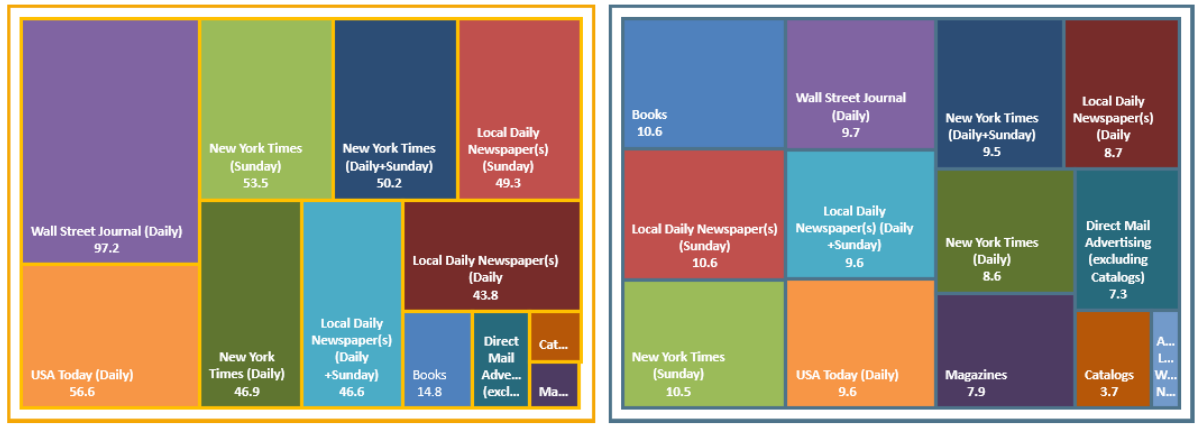
UFC Attended 10+ UFC Events past 12mos

513,230 or 74.5% of Adults 18 or older who Attended 10+UFC (Ultimate Fighting) Events past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 46.6 minutes every day representing 32.6% of all time spent daily with All forms of Print Medi

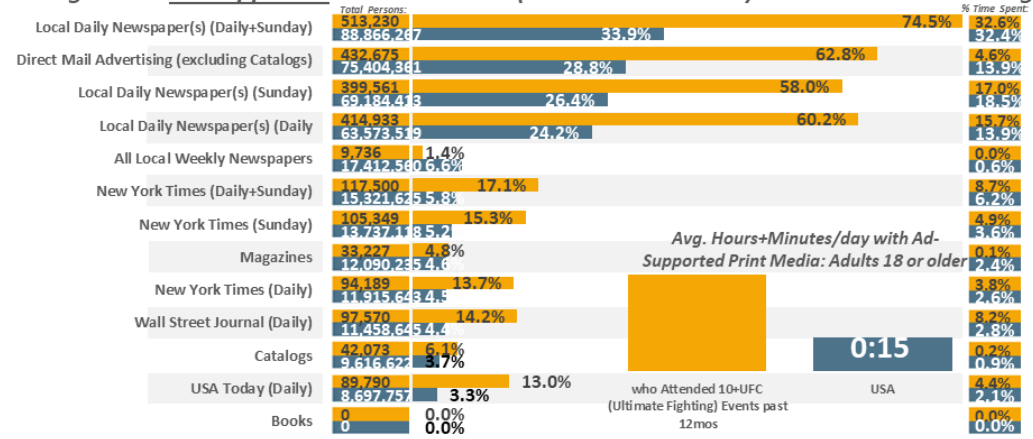
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



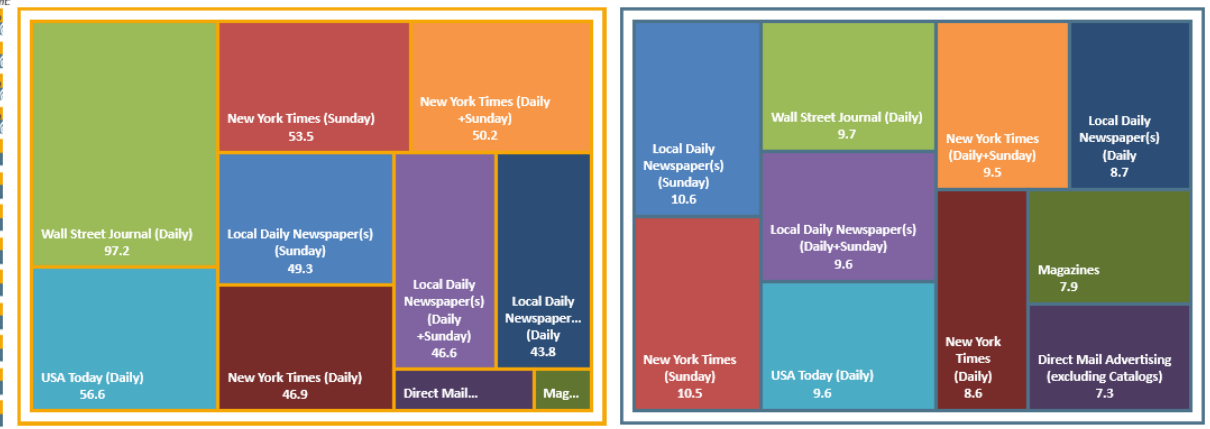
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R1 2024: Feb23-Apr24 Qual Intab 1,914

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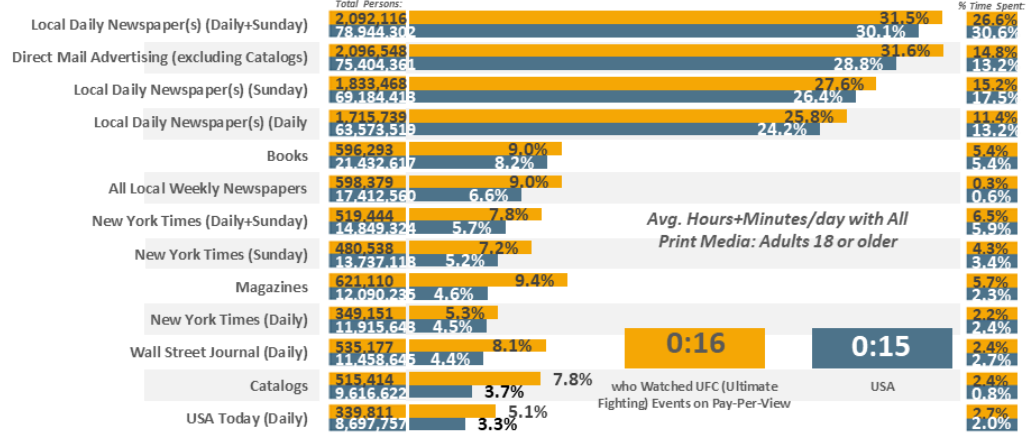
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No. of UFC (Ultimate Fighting) events attd past 12 months: 10+ events

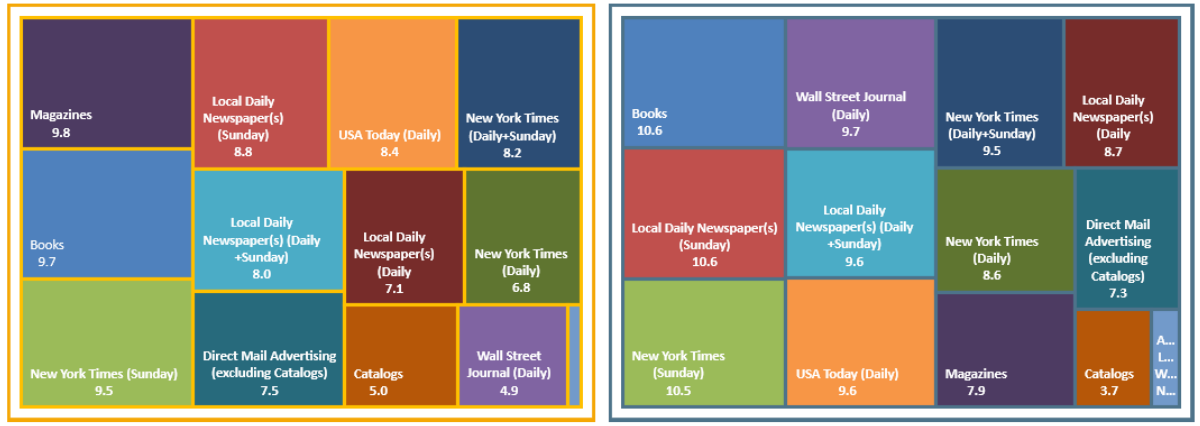
UFC Watched UFC on Pay-Per View

2,092,116 or 31.5% of Adults 18 or older who Watched UFC (Ultimate Fighting) Events on Pay-Per-View read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 28.1% of all time spent daily with All forms of Print Med

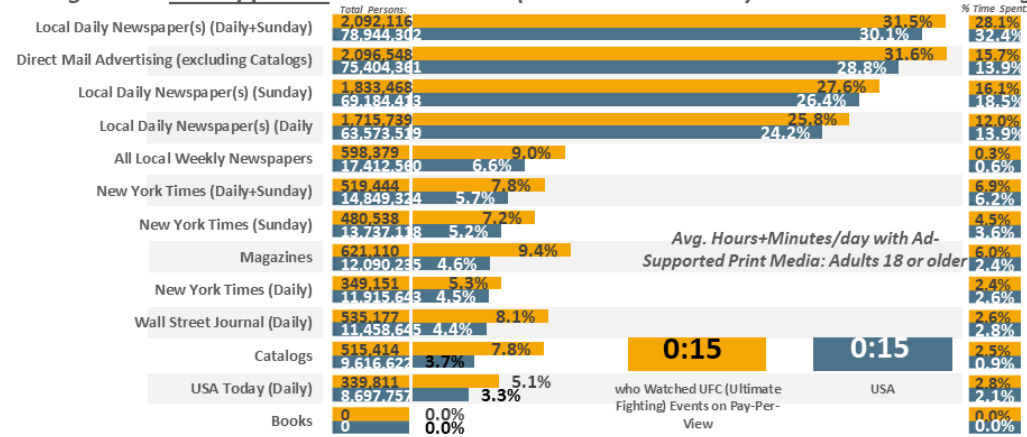
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



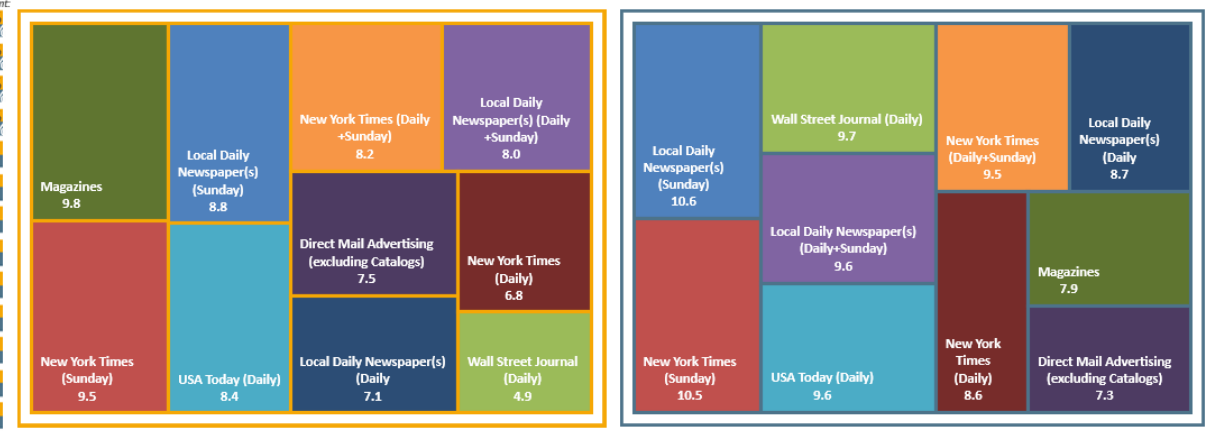
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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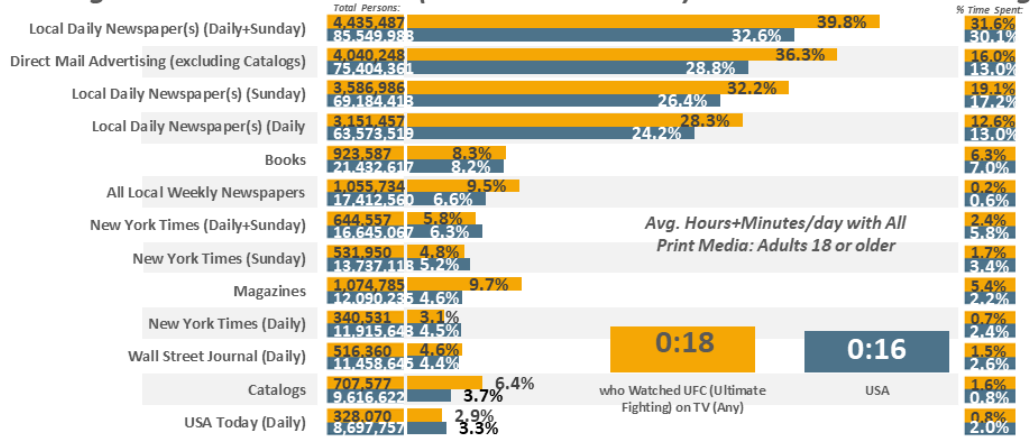
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Special TV sports programs watched past 12 months: UFC Pay-Per-View

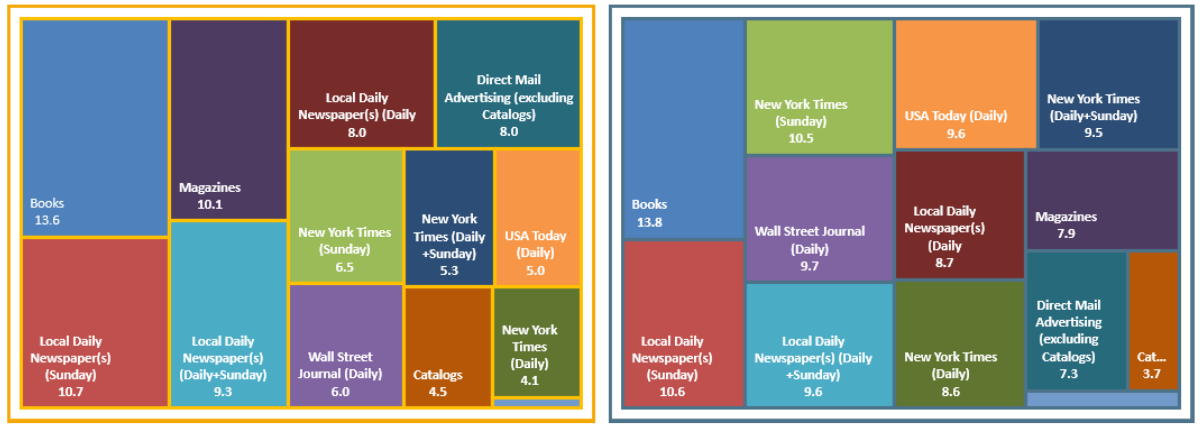
UFC Watched UFC on TV (Any)

4,435,487 or 39.8% of Adults 18 or older who Watched UFC (Ultimate Fighting) on TV (Any) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

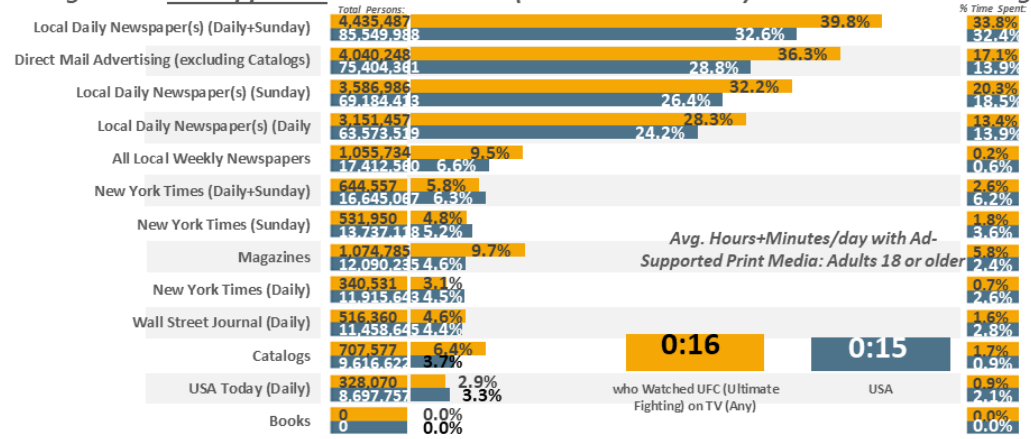
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



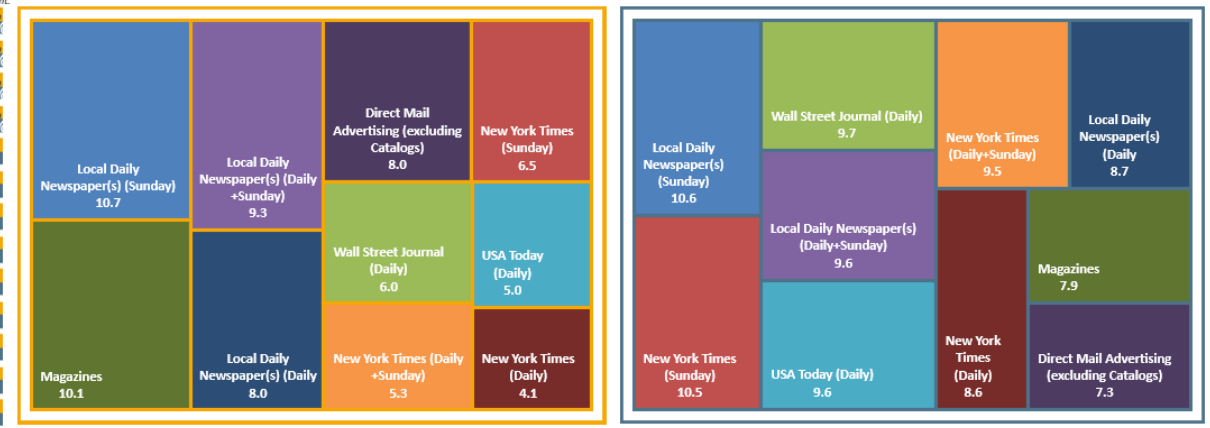
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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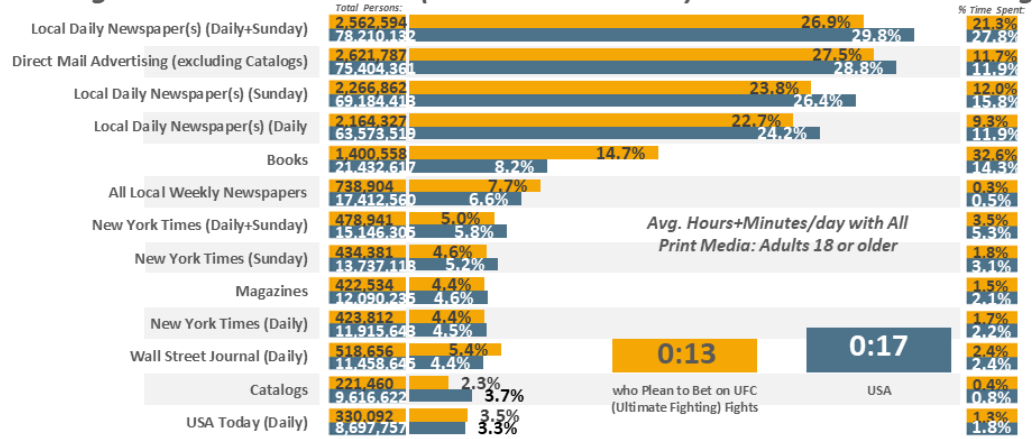
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Sports watched on TV (broadcast or cable) past 12 months: Ultimate Fighting Championship (UFC)

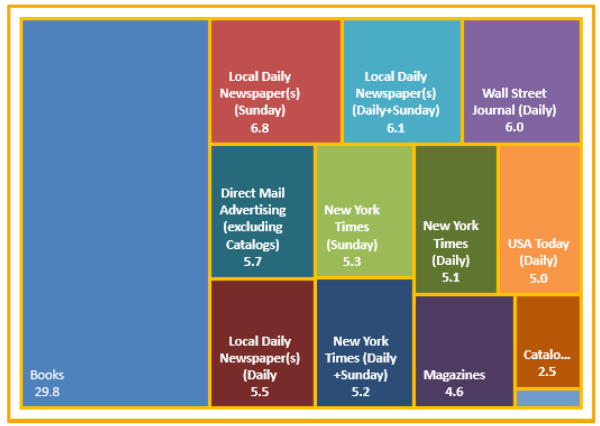
Plan to Bet on UFC Fights

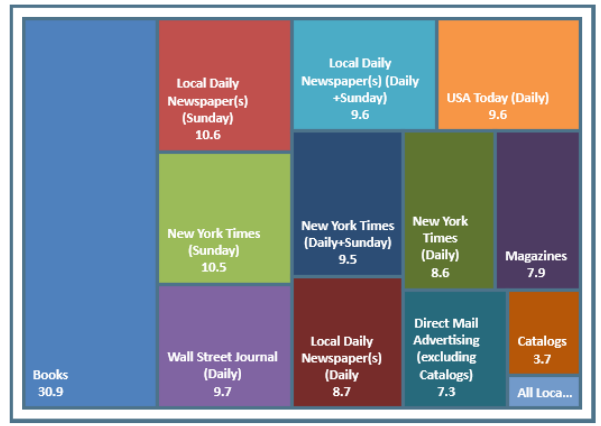
2,562,594 or 26.9% of Adults 18 or older who Plean to Bet on UFC (Ultimate Fighting) Fights read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.1 minutes every day representing 31.6% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

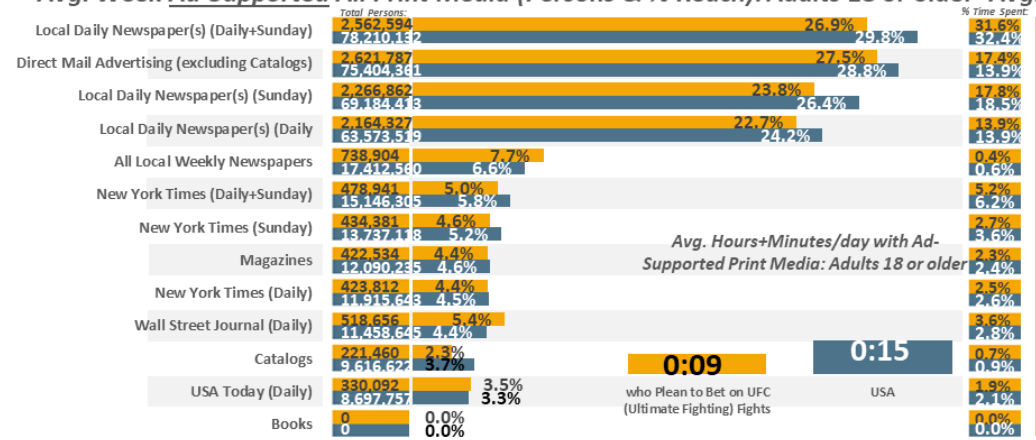


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

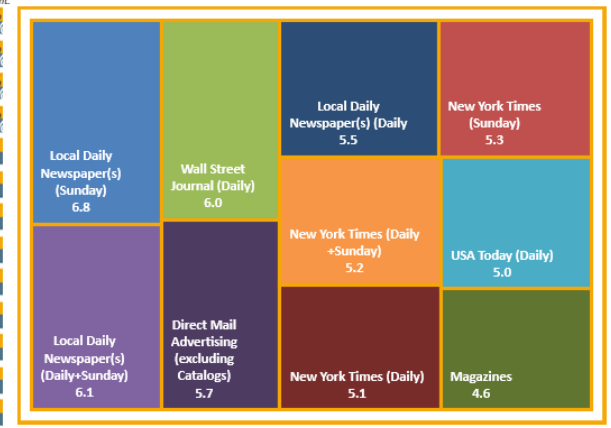


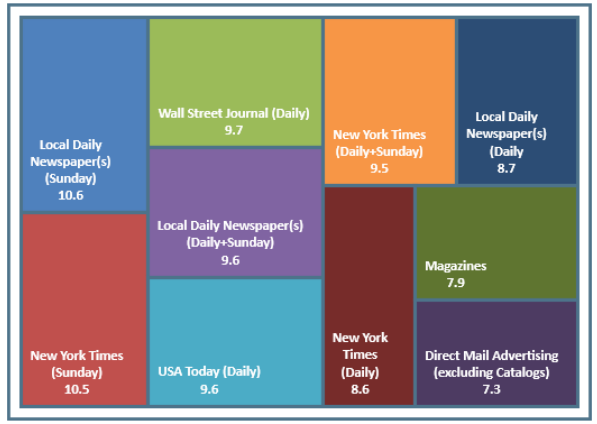


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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Sports betting - sports plan to bet on next 12 months: Mixed Martial Arts (UFC, etc.)